

The "BUY WAY" OF INDIANAPOLIS* AYRES DOWNSTAIRS STORE

SAVE on Friday!

SHOP AND SAVE ON FRIDAY!

Irregulars of
REAL SILK
De Luxe Chiffon Hose
69c PAIR

Why pay more than 69c for your silk stockings . . . when you can purchase, at this low price, a beautiful chiffon stocking bearing the famous REAL SILK label? A clear, sheer stocking that will give you unrivaled service . . . because they're made with the exclusive Real Silk features. In smart shades for summer. Sizes 8 1/2 to 10 1/2.

No Mail or Phone Orders!
—Downstairs at Ayres.



Smashing June Sale!
9x12 Seamless
Lustre Type Rugs

A rug value that's sure to strike home! Choose from a big assortment of patterns in red, rose, taupe in seamless Persian effects. These rugs are usable in most every room in the home. And it will pay you well to invest in one tomorrow!

\$19.69 EACH

—Downstairs at Ayres.



SAVE ON FRIDAY!

Special Value! "Twin"
Luggage Sets

A 24-In Gladstone Cowhide Bag . . . \$5.98
A 20-In. Zipper Cowhide Bag . . . \$3.98

Both for—**\$8.95**
SET

The Gladstone bag is large sized, and equipped with handsome, serviceable hardware. In black or brown. The zipper cowhide overnite bag comes in black or brown!

Ayres Downstairs One-Stop Men's Shop

SAVE ON FRIDAY!

Pure Silk Slips
Pure silk crepe slips with generous size panel front. California V or straight lace tops. Bias cut. Sizes 34 to 44.

Rayon Taffeta Slips
100 denier rayon taffeta slips with or without panel fronts. Tailored or lace trimmed styles. Sizes 34 to 44.

Women's Cool Summer
Rayon Undies
Plain or novelty weave rayon panties, stepins, shorts or briefs. Elastic run at waist. Plain tailored finish. Tearose color. Sizes 27 and 28.

25c EACH

—Downstairs at Ayres.

AIR-COOLED

SAVE on Friday!



Tomorrow at 9:30! Buy an Entire
Summer Wardrobe for a Frac-
tion of What You Expect to Pay!

Washable
Whites and
Pastels! Silk
Linens! Cotton
Washables!

Polka Dots!
Print Sheers!
Shantungs!
Dressy Styles!
Tailored Styles!

Sale!
1,000 Stunning New
Summer Dresses

Here's a timely dress sale that we can really spout about! Styles for PLAY-TIME, for BRIDGETIME, for SPORTS-TIME, WORKTIME and TEATIME! Rack after rack . . . style after style . . . fabric after fabric . . . color after color! All new and cool for everywhere, everyplace this summer! Tailored styles in cottons and silks! Dressy styles in washable crepes and cottons! You'll find this one of the most imposing groups of summer dresses . . . you've ever seen at this sale price!

Sizes for Every Woman—14 to 20—
11 to 19—38 to 44—46 to 52!

—Downstairs at Ayres.

\$3



Special Sale!

Summer Hats

Unusual Values at
This Price **79c EACH**

The white way to chic . . . choose a whole summer hat wardrobe at this sale price. Some are brand new . . . others have been reduced from a higher priced stock. Linens, straws, crepes in large brims, small brims, bretons and turbans.

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

"199 Special"

**White
Shoes**

**\$1.99
PAIR**



An inexpensive price . . . over 25 styles in 3 smart and serviceable leathers! Styles for street, for sports, or dress. Pumps, oxfords, sandals in white grain leather, nubuck or smooth leathers. Sizes 4 to 8, widths AA to C.

—Downstairs at Ayres.



Mail or
Phone
Orders—
Call
RI. 9441!

SHOP AND SAVE ON FRIDAY!

A Special Low Price on
Cool Printed Percale

House Slippers

59c

PAIR

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

Infants' Layette Needs

19c EACH

Hot weather layette needs to keep baby cool, comfortable and happy. Choose from sleeveless cotton vests, sizes up to 3 years. Cotton knit training pants, sizes up to 3. Cotton blankets and batiste gowns.

Tots' Play Togs **39c**

Play togs in all around ruffle styles. With or without panties. Sizes 3 to 6.

Girls' Play Togs **59c**

Novelty prints and pastels in washable pique. Sizes 7 to 14.

—Downstairs at Ayres.

SEW and SAVE SALE

Thousands of Yards of Hot-Weather
Fabrics at Tremendous Savings!

Full Bolts—Remnant Lengths of Higher Priced
Summer Wash Cottons

All the most desirable colors—patterns and fabrics you need for your summer-sewing needs! All higher-priced fabrics . . . yours at a remarkable low sale price!

"Sudan" Desert Cloth	"Lotus Lawn" Colored Dimity	White Broadcloth	Print Broadcloth
"Cross Weave" Fabrics	"Nomad" Pique	White Poplins	Sheer Seersucker
String Laces	"Frostell" Lawn	Colored Broadcloth	Printed 70's Voiles
	"Afgar" Shantung	Colored Poplins	(Seconds)
			White Skirtings

19c
YD.

SAVE! SAVE! SAVE!

SAVE! SAVE! SAVE!

Cool Cottons

29c
YD.

Choose from dotted swiss, ratiine, voile, swiss suzanne, cord lace, gingham, seersucker, gingham swiss, checker nut beach prints and stagger swiss. In a great variety of colors.

Dress Linen

44c
YD.

Pink, maize, brown, white, tan, peach, navy, blue, copen, wine. Fast colors. Heavy crash suiting and cambric weights.