

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

Mr. Louis Finkleman, in charge of our Dr. Scholl's Foot Comfort Department, will assist you in the proper fitting of Shoes and Foot Appliances.

## AIR-COOLED

When You're Downtown Plan to Eat in Our Cool Downstairs Lunchroom!

Choose From 16 Smart Styles  
With the 10★ Guarantee!

### 'Seamprufe' Slips

**\$1.98**  
EACH

The new summer "Seamprufe" slips with the 10★ guarantee break all our records for beauty, quality, service and value! They're made of a fine quality of all-silk French crepe in 16 different lace-trimmed or tailored styles. Seven of the styles have a seam-to-seam panel front, unusual at this price. In tea-rose, white and dark shades. Sizes 34 to 44 and 46 to 52.

★Adjustable Straps ★Fit-proof  
★Style-proof ★Shrink-proof ★Kling-proof  
★Value-prufe ★Lace Shift-prufe  
★Seams Bulk-prufe ★Seams Bag-prufe ★Seams Rip-prufe!



### Sheer Rayon

Panties! Stepins! Briefs!

**59c** Each

Sheer rayons and sheer bengal pantie, briefs and stepins. Well made, smartly tailored with elastic waists, tailored hems and plain fronts. Sizes for every woman.

—Downstairs at Ayres.



For a Bright Summer Afoot!

### "199 Special" White Shoes

**\$1.99**  
PAIR

Here are your white shoes... and at an economical price! Choose from over 25 styles... in 3 smart leathers! Styles for street, for sports, for dress! White pumps, sandals, oxfords and punched oxfords. Low, medium or high heels. Sizes 4 to 8, AA to C.

Choose From 23 Different Styles!

### 'American Girl' Shoes

In WHITE Kid, Calf or Nu-Buck!

Choice of pumps, straps, wide straps, oxfords, ties, monk straps, ghillies in gleaming white kid, calf or nu-buck leathers. Sizes 4 1/2 to 10, AAAA to D!

**\$4.95**  
PAIR

—Downstairs at Ayres.

1,000 New  
**WHITE  
BAGS**

**\$1.00**

Alligator, linens, calf and patent grains in simulated leathers. All washable styles. Zipper, underarm, top-handle styles.

—Downstairs at Ayres.



**1. Navy Blue Sheer With Frosty White Braid Trim . . . \$3.98**

This triple sheer navy blue dress with its separate jacket is perfect for traveling and the lakes. A size 14.

**2. Navy Blue Net with a Matching Slip . . . \$3.98**

Cool and charming. Perfect companion for your vacation trip, for fun and dancing! A size 17.

**3. Cool as a Constant Breeze—Dotted Georgette Sheer \$3.98**

. . . and it has a slip to match. The sleeves and bottom of dress are edged with lace. Size 16.

**4. Black Net and White Organdy, the "Pet" of Summer Fashions . . . \$3.98**

Fashion magazines say black and white is ultra smart for summer. Here it is in a black net with matching slip. Size 15.

—Downstairs at Ayres.

Take Along a Complete Supply for Your Vacation!

Irregulars of Famous Quality

## REAL SILK

### DeLuxe—CHIFFON HOSE

Vacation insurance is yours for the taking . . . stock up on Real Silk DeLuxe Chiffons for the vacation and forget all your stocking troubles. They'll give you all the service you need . . . they're clear and sheer. In smart summer shades. Sizes 8 1/2 to 10 1/2.

No Mail or Phone Orders

—Downstairs at Ayres.

**69c**  
PAIR

### Saturday Sale!

### Leghorn Braids and Sisols

Summer Fashion Bargains at

**\$1.19**  
EACH

These are picture hats with large floppy brims or medium sized brims. The leghorn braids have chiffon or grosgrain ribbon trim and come in natural color. The Sisols are lovely dressy styles with flower trim, and come in white and pastel colors. Head sizes 22 and 23. Just 115 hats . . . every style greatly under regular price!

—Downstairs at Ayres.



Tomorrow at 9:30! Special Offer!

## AYRES' LONG-TERM\* LAYAWAY PLAN

Makes It Both Easy and Profitable to Buy in This

### Advance June Selling of New

### Fur Coats

**\$45**

Fitted Styles! Swagger Styles! The Two-Hit Fur Fashions! Black or Brown! The Two Smartest Colors! Sizes 12 to 20 and 38 to 44!

We urge you to take advantage of this special selling . . . for we are convinced that the price represented here is a real "low" for a coat of this quality . . . and that as the season progresses . . . fur coat prices will advance . . . and we can not duplicate on coats of this quality at this advance June price! These coats are made from new, heavy buck skins—the strongest—with long, fine hair and high gloss . . . men tailored by a maker who is famous for his expert fitting and styling! In black or brown SEALINE (dyed Australian rabbit). Swagger or fitted styles!

Note These Details!

• Fully Lined!

• All Skins Heavy Buck!

• Long, Fine Hair!

• High Gloss!

• Man-Tailored!

—Downstairs at Ayres.

\*AYRES LONG-TERM LAYAWAY PLAN

Choose the coat of your heart's desire. A small down payment will be required, and equal monthly or weekly payments sufficient so that the Coat will be paid for in full by Nov. 1st.