

The "BUY WAY" OF INDIANAPOLIS* AYRES DOWNSTAIRS STORE

SAVE on Friday!

AIR-COOLED

SAVE on Friday!

Tomorrow and Saturday! 2 Remarkable Dress Sales!



SAVE ON FRIDAY!

Men! Weather Forecast—
Fair and Warmer... You'll
Be Much Cooler in a Cool

**Men's White
Linen Suit**
Fully Sanforized Shrunk!
\$ 3.98
EACH

Smartly styled... cool... comfortable! Very inexpensive! Men, choose one of these imported oyster white linen suits for business... for sports... for dress! Single breasted style in sizes 34 to 42! At this price this summer suit is a real "buy"! Tub them, again and again... they'll not shrink!

**Men's Pre-Shrunk
Sports Slacks** ... \$1.19

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

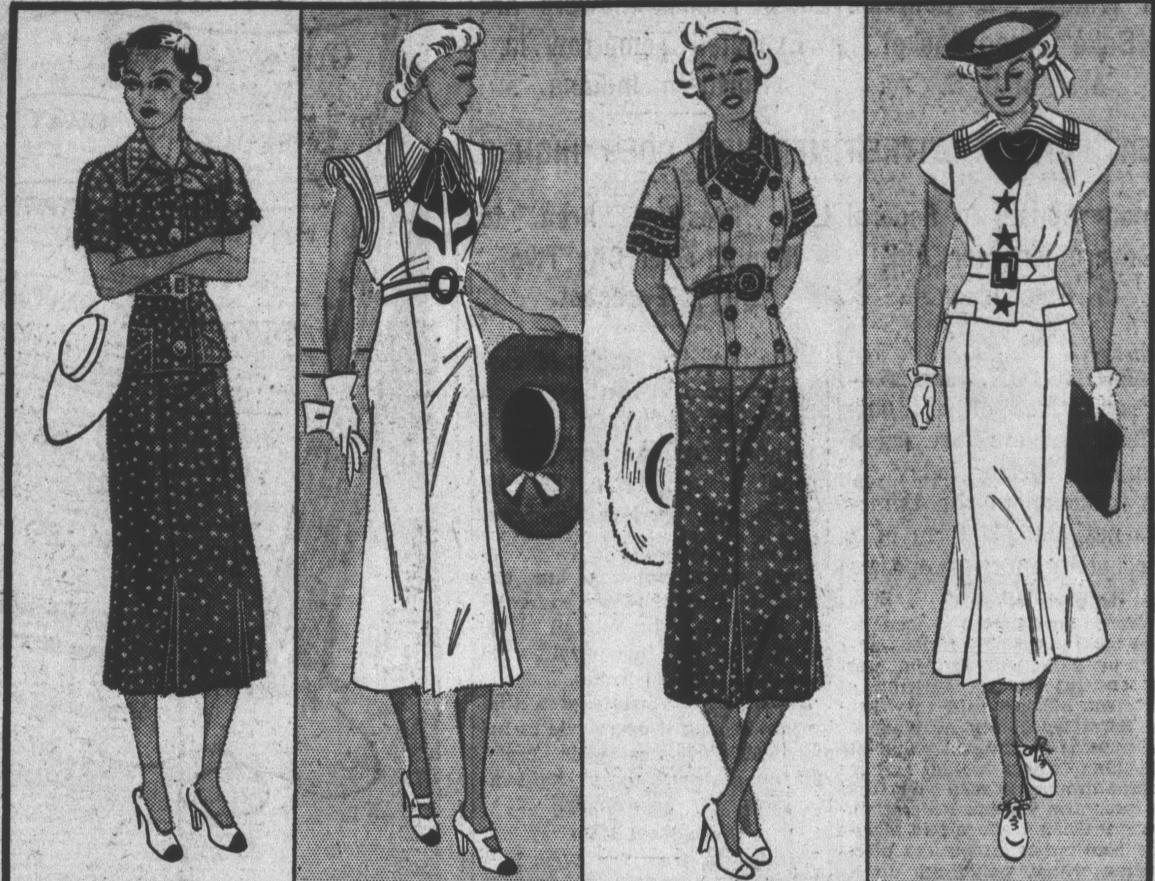
A New Low Price!

**"Nevatere"
SHEETS**
79c Each

81x99
72x99
63x99

A new low price... exciting news for every family... every apartment and hotel manager! "Nevatere" sheets are dependable and serviceable... and are guaranteed to give 2 years average household use! Pure finish, the hems are straight with the thread.

—Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

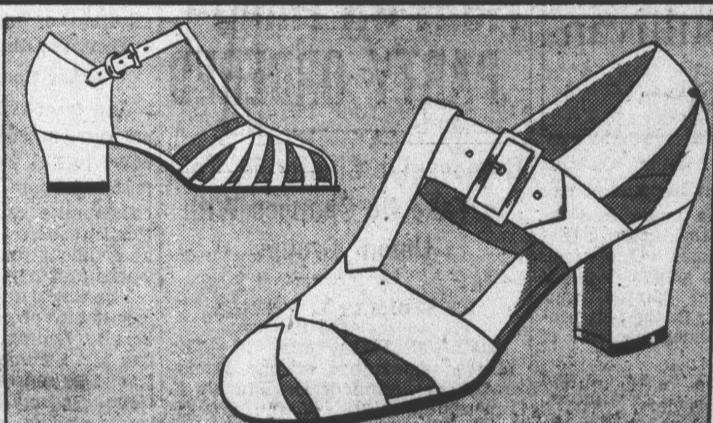
Cool Topnotes for Summer Chic!

**Frosty White
Summer Hats**

Outstanding **\$1.19**
Styles at— EACH

These frosty white crepe or felt hats are smart with either dark, bright or white costumes... and they're the outstanding styles dame fashion prescribes! Large brims, small brims, forward brims, beretts, casuals and chesterfield types for every woman under the sun! Headsizes 22 and 23.

—Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

White Sandals

in Cool White Linen or Linene!

Special
at— **\$1.69**
PAIR

Sandals are the rage in town and out... at work... on your vacation! This low price makes it possible for you to get just the style you want to wear with your cottons or crepes the rest of the summer! Narrow and wide straps... open or closed toes. Medium or low heels. Sizes 4 to 9.

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

Today—Tomorrow—Six Months From Now
You'll Choose Irregulars of Famous

**REAL
SILK**

De Luxe Chiffon Hose

69c
PAIR

Today—tomorrow—six months from now you'll choose irregulars of Real Silk De Luxe Chiffon Hose... because the quality is always the same! The sheerness, the service are always to be depended upon! The price is reasonably low, and with this thought in mind, you should stock up for now... and for your vacation! In smart summer shades. Sizes 6 1/2 to 10 1/2.

No Mail or Phone Orders!
—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

Special! Women's

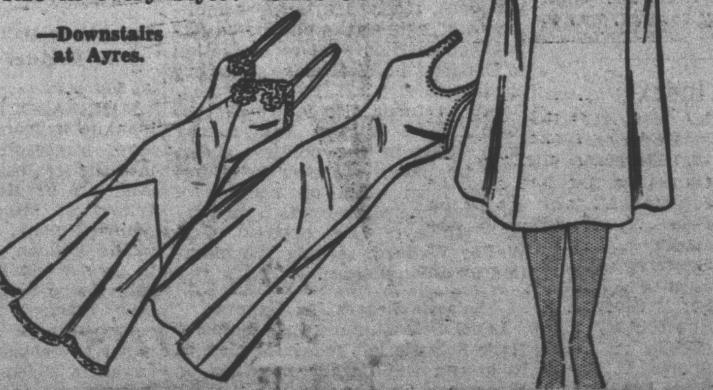
100 Denier Rayon

SLIPS

89c
EACH

At this special price... these 100 denier rayon slips are a grand value! In California V or straight lace tops. Some are tailored styles. Bias or 4-gore models. In tearose or dark shades! Not every size in every style! Sizes 34-52!

—Downstairs
at Ayres.



**A Bang-Up June Sale of Stunning
Summer Dresses**

At a Fraction of What You'd Expect to Pay!

Chalk up another fashion scoop for Ayres Downstairs Store! Tomorrow and Saturday we offer you all the winning summer fashions at a fraction of what you'd expect to pay! Washables in cottons or crepes! Shirtwaist types, tailored types, dressy types, all types for June, July and August... practical in purpose and very practical in price! Hot weather clothes for hot weather... and for every place the occasion might demand.

Washable Whites!
Washable Pastels!
Silk Linens!
Cotton Washables!
Print Sheers!
Polka Dots!

Cool Shantungs!
Dressy Styles!
Tailored Styles!
Street Styles!
Vacation Styles!
Sun-back Styles!

Sizes for
Women, Misses
and the Junior-
Miss! 11 to 19,
14 to 20 and
38 to 52!

—Downstairs at Ayres.

**2 for
\$5.00**
or 1 Dress
for \$3.00



Special Purchase and Sale:

Higher Priced Half-Size and Large-Size

Summer Dresses

*From a Leading Manufacturer Who
Makes Half-Size and Large-Size
Dresses to Sell for Much Higher
Price! Sizes 16 1/2 to 24 1/2, 46 1/2 to 50 1/2!
Also a Special Group in Size 14 to 20!*

The woman who appreciates quality, styling and expensive details will find these dresses far superior in quality than the average dress around a higher price! For the woman who wears sizes 14 to 20, we have around 250 dresses, specially priced! You'll find plenty of whites, lots of dark or light prints, and pastels! Sheers or crepes... and most of them washable! Styles for every occasion from now till September!

—Downstairs at Ayres.

**2 for
\$8.88**
1 Dress for \$4.88
Buy 2—Save 88c