

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 Shrink!

\$3.98
EACH

Smartly styled... cool... com-
fortable! 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

81x99

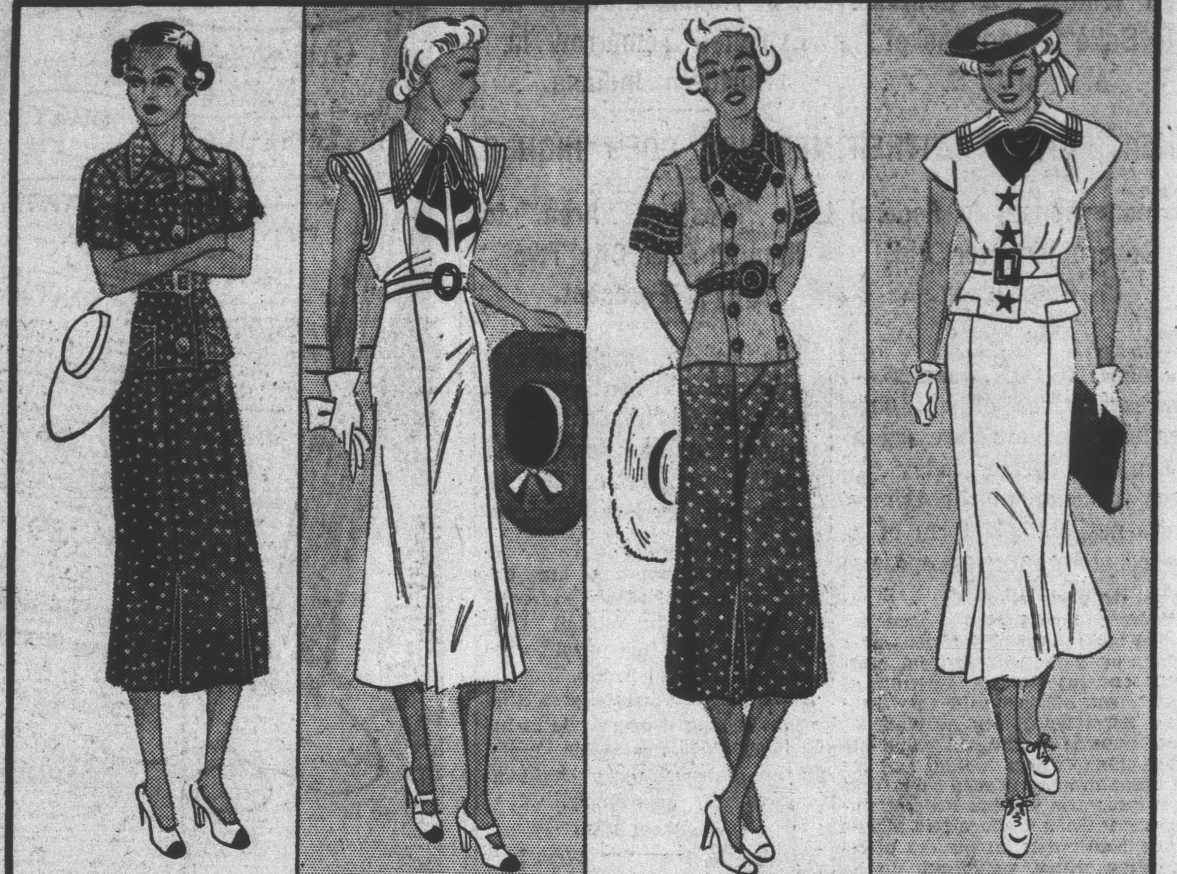
72x99

63x99

79c Each

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.



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 pur-
pose and very practical in price! Hot weather clothes for
hot weather... and for every place the occasion might demand.

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

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.



SHOP AND SAVE ON FRIDAY!

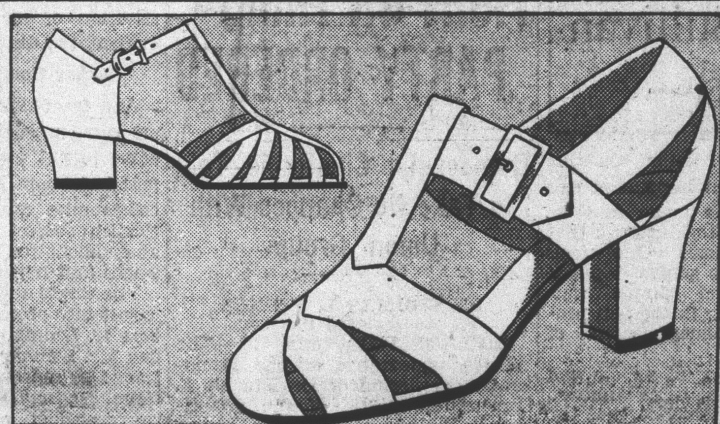
Cool Topnotes for Summer Chic!

Frosty White
Summer Hats

Outstanding
Styles at— \$1.19
EACH

These frosty white crepe or felt hats are smart with either
dark, bright or white costumes... and they're the out-
standing styles dame fashion prescribes! Large brims,
small brims, forward brims, bretons, casuals and chester-
field 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... be-
cause the quality is always the
same! The sheerness, the service
are always to be depended upon!
The price is reason-
ably low, and with
this thought in mind,
you should stock up
for now...
and for your
vacation! In
smart summer
shades. Sizes
8 1/2 to 10 1/2.

Colors:
Fawn
Toasty
Misty
Burnt umber
Taupe
Dark Browns

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.



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
200 dresses, specially priced! You'll find plenty of whites, lots of dark or
light prints, and pastels! Sheers or crepes... and most of them wash-
able! Styles for every occasion from now till September!

—Downstairs at Ayres.

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