

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.

Carefree Fashions for Summer!

Culottes ... \$1.00

For your active outdoor life at tennis, golf or riding you'll wear these cotton culottes in navy, brown or red. Sizes 14 to 20.

Slacks . . . \$1.00

Cool, comfortable cotton slacks with big legs and full cut tailoring. In brown, navy, red. Sizes 14 to 20.

Halters . . . 29c and 39c

Cotton halters in a big selection of sun-back styles and bright colors!

Sports Shirts

59c

Irregulars. "Bermuda" sports shirts in all sizes. Coral, blue, maize, white, eggshell.

All-Wool Bathing Suits—

\$1.98

—Downstairs at Ayres.



EVERYTHING A MAN NEEDS . . . IN The One-Stop Men's Shop

The Most Popular Style
in Town—Low in Price

Men's White Sports-Back SUITS

\$5.95

Pre-shrunk!



We've just received a shipment of these popular summer suits in sports back style. Single or double breasted models. Full sanforized shrink so they'll tub and tub! Neatly styled and tailored to give a smart appearance!

Sanforized and Pre-Shrunk Slacks

Fully pre-shrunk sports slacks for work or play. Checks, stripes, black and white, tan and white, black and tan nubs. \$1.19

Men's Flannel Sports Coats \$7.95

Men's Straw Hats 95c

—Downstairs at Ayres.

Men! The Best Shirt Value
We Know of at This Price!

"Cranbrook" Shirts

\$1.00
EACH

With Custom Tailored Features!

- Gathered Back!
- Plated Sleeves!
- Semi-Stand up
- Full Mercerized
- Collar
- Broadcloth!

"Cranbrook" means quality, styling and the best shirt value we know of at this price! Custom-tailored features make it a standout value . . . and the small details like buttons, hand pressing and folding are exceptional! Sizes 14 to 17. Whites, plain colors and fancies!



Men's Shirts and Shorts

4 for \$1.00

The SHIRTS are full cut, swiss panel rib style, sizes 34 to 46! The SHORTS have elastic sides and full cut seats. In choice of many patterns and colors. Sizes 30 to 44.

Men's Ties
55c
EACH

A big group of summer ties in all the correct new colors and patterns!

AIR-COOLED

Take a Complete Supply Along
With You on Your Vacation!

Irregulars of REAL SILK DeLuxe Chiffon Hose

69c PAIR

Vacation insurance is yours for the taking . . . stock up on Real Silk DeLuxe Chiffons for your vacation and forget all your stocking troubles. They'll give you all the service you need . . . they're clear and sheer and you can get them in all the smart, new summer shades—pap-toasty, misty, burntrude, taupes and dark dark. Sizes 8 1/2 to 10 1/2.

No Mail or Phone Orders

—Downstairs at Ayres.

Choose From 16 Smart Styles
With 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 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 taffose, white and dark shades. Sizes 34 to 44 and 46 to 52.

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

—Downstairs at Ayres.



Choose "199 Special"

White Shoes

For a Bright
Summer Afoot!

\$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.

- Low Heels
- High Heels
- Medium Heels
- Pumps
- Straps
- Oxfords
- Ties
- Sandals

—Downstairs at Ayres.



Cool Topnotes for Summer Chic!

White Hats

Frosty White Crepe, Felt!

Outstanding Styles, at . . .

Smart with either dark, bright or white costumes! Large brims, small brims, forward brims, beret, casuals and Chesterfield types for every woman under the sun! Head sizes 22 and 23.

\$1.19
EACH

—Downstairs at Ayres.

—Downstairs at Ayres.

When You're Downtown Plan to Eat in Our Cool
Downstairs Lunchroom—The Service Is
Courteous and Efficient!

★REGISTERED



Special Purchase and Sale!

Sparkling, New, 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 manufacturer wanted to keep his shop open for another month. He needed orders . . . and cash! We were "Johnny-on-the-Spot" with both . . . and picked them up at drastic reductions! 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, especially purchased! You'll find plenty of whites, lots of light or dark prints and pastels! Sheers or Crepes! . . . and most of them are washable! Styles for every occasion from now till September!

2 for
\$8.88

I Dress for \$4.88
Buy 2—Save 88c

—Ayres Downstairs Store
Where Correct Fashions
Are Less Expensive!

Tomorrow We Repeat This Special Offer!

AYRES' LONG-TERM* LAYAWAY PLAN

Makes It Both Easy and
Profitable to Buy in This

Advance Selling New FUR Coats

\$45

Fitted Styles! Swagger Styles!
Fur Fashions! Black or Brown!
Smartest Colors! Sizes 12 to 20!

We urge you to take advantage of this special. We are convinced that the price represented here is a cost of this quality . . . and that as the seasons from now on, fur coat prices will advance . . . and we can not afford to let you pay the extra cost of this quality at this advance June price! The new, heavy buck skins—the strongest—and high gloss . . . men tailored by a maker who expert fitting and styling! In black SEALINE (rabbit), in brown Jap. Lardin (rabbit), Swagger

*Ayres long-term lay-away plan — Choose the coat of your choice desired. A small down payment will be required, and each month thereafter weekly payments sufficient to meet the cost of the coat in full by Nov. 1st.