

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

Cool 4th of July Fashions

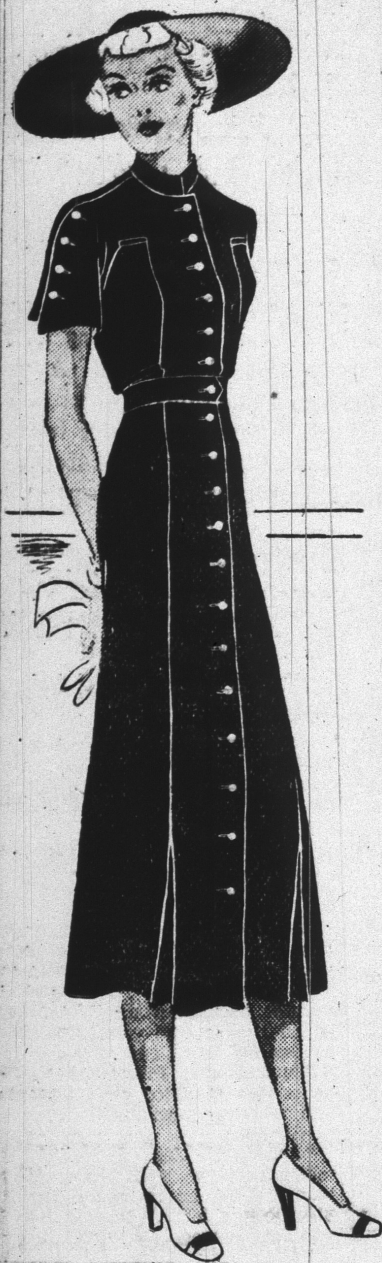
AIR-COOLED

for Quality Seeking Shoppers!

★ REGISTERED

Cool Fashion Ammunition for a Grand and Glorious Fourth and Fifth of July!

Smart Summer Dresses



Highlighting Black and Navy Silk Shantung the Pet of the Summer Season! Plenty of Whites, Sheers and Prints Also in This Group!

Now when you're ready to wear them we offer exciting new summer dresses to flash as fashion ammunition wherever you go over the week-end! These are copies of higher priced fashions styled with an eye for hot weather... and with a flair for practicality in purpose as well as price! Sizes for women, misses and the Junior-Miss!

\$3.98

For Traveling! Black!
For Vacation! Navy!
For Office! Pastels!
For Dancing and Whites!
Dining Out! Prints!
For The Lakes! Sheers!
For Afternoon! Washables!

Sizes:
11 to 19
14 to 20
and
38 to 52

—Downstairs at Ayres.



Store Hours:

Beginning Monday,
July 6th thru Sept. 4th
Daily—9 A. M. to 5 P. M.
Sat.—9 A. M. to 1 P. M.



Style 1934
Sizes 12 to 20
Aqua,
White,
Moire,
Pink



Style 1933
Sizes 12 to 20
Orchid,
Canary
Coral
White

for making hearts
beat faster...

Ankle-length Dresses

of crisp, Organdy in
pastel colors with per-
manent flock dots

\$2.00

Two creations made for conquests... they're gay—so gay you'll want to dance forever... Pretty—as gloriously pretty as a full moon... Smart—just as smart as the Riviera, and Paris and Hollywood put together. Delightful styles that are unusually well made in a finely woven, crisp-finished organdy... (at a very low price)

—Downstairs at Ayres.

Pre-4th of July Selling!

Even the Sun Would Be Cool in These Smart New Frosty

White Hats

Very Special at— **\$1.00** EACH

Higher priced styles... special for a big pre-Fourth of July selling. These are the outstanding styles to wear with either dark or light dresses! Choose from large brims, small brims, forward brims, bretons and casuals in frosty white crepe.

—Downstairs at Ayres.

A Cool Footnote That Keeps You Knee-Deep in Chic!

"NEVER MEND" Pure Silk Knee-Length Stockings

39c PAIR

The most practical first quality Knee-Length silk stocking we know of at this very inexpensive low price! It's a marvelous 4-thread seamless chiffon with firm but elastic garter top. The all silk heel and foot gives this stocking all the "earmarks" of a full-fashioned stocking! A grand stocking style for wear everywhere this summer. Stock up now while the selection is fresh and complete. Sizes 8 1/2 to 10 1/2.

COLORS:

Pastel Twixt Summer Coat O' Tan
—Downstairs at Ayres.

They're All the Rage in the Fashion World—So We Bring You This Gay New Fashion!

Printed Sandals

\$1.99 PAIR

Plaids in Red, Brown and Blue! Prints in Brown, Blue, Black and Wine Backgrounds!

Printed sandals are the perfect shoe fashion to wear with your cottons, your whites, your pastels and your sports costumes! They come in two awfully smart styles... one a printed percale in gay, giddy, floral patterns. The other a plaid line in choice of red, brown or blue colors. Wide strap style and medium heel. Sizes 4 to 9.

—Downstairs at Ayres.

Right out of the Fiery Whiskers of Old Sol!

JULY S-I-Z-Z-L-E-R

A Value So Hot That We can Offer It for One Day Only—Thursday!

Women's Cool Summer Undies

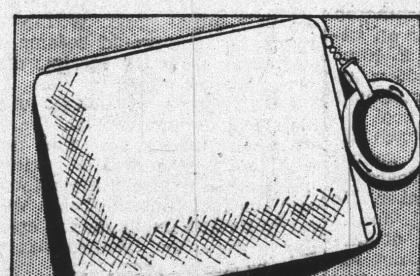
In Plain or Novelty Weave Rayon!

- Stepins
- Briefs
- Panties
- Shorties

19c EACH

Just in the "nick of time" when you want to replenish your summer undie wardrobe we offer you this remarkable value. Choose from stepins, briefs, panties and shorties with plain tailored hems and an elastic run at waist. Made of a cool, serviceable rayon, in plain or novelty weaves. Tealose color. Sizes 27 to 29.

—Downstairs at Ayres.



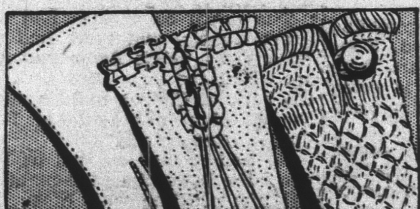
1000 New Washable White Bags

\$1.00 EACH

In all the newest styles to carry the Fourth. Underarms, envelope, pouch, top handles. All washable. Simulated leathers in alligator, ostrich, calf and linen.

Summer Gloves 59c PAIR

Salesmen's samples! A brand new shipment in strings, silk mesh, bengaline and fabrics. White only! Sizes 6 to 7 1/2.



Men! A Special Value! Matched Luggage Sets

\$8.95 Matched Set

24-Inch Gladstone Cowhide Bag \$5.98
20-Inch Zipper Cowhide Bag \$3.98

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.

Fun Fashions for Sun—Sand and Water!

Fun begins this week and... get set for it with the proper fun fashions of dependable Ayres' quality and fashion rightness! As usual we have a complete selection of these fun fashions... easy to look at... easy to wear... and easy on the purse strings.

Culottes . . . \$1.59

The smartest and most practical fun fashion in "ages!" Choose from a big selection of washable broadcloths in red and white, blue and white, navy and white. Sizes 12 to 20.

Bathing Suits \$1.98

All-wool one-piece sun-back style bathing suits in a tremendous selection of plain colors and combination colors. Sizes 32 to 40.

Slacks \$1.00

Cool, washable and comfortable cotton slacks in brown, navy and red colors. Sizes 14 to 20.

Shirts 59c

Irregular of Bermuda sport shirts. All sizes. Coral, maize, white, egg-shell and blue colors.



\$1.59



59c



\$1.00

\$1.98

—Downstairs at Ayres.