

The "BUY WAY" OF INDIANAPOLIS* AYRES A DOWNSTAIRS A STORE

* REGISTERED

Cool 4th of July Fashions

AIR-COOLED

for Quality Seeking Shoppers!

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!

For Traveling!
For Vacation!
For Office!
For Dancing and
Dining Out!
For The Lakes!
For Afternoon!
Washables!

Black!
Navy!
Pastels!
Whites!
Prints!
Sheers!

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

—Downstairs at Ayres.

\$3.98



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
Mauve
Pinks



Style 1933
Sizes 12 to 20
Orchid
Canary
Coral
White



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 toe 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.

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, beretts and casuals in frosty white crepe.

—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 . . . a printed percale in gay, giddy, floral patterns. The other a plaid linene in choice of red, brown or blue colors. Wide strap style and medium heel. Sizes 4 to 9.

—Downstairs at Ayres.



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. Tearose color. Sizes 27 to 29.

—Downstairs at Ayres.

1000 New Washable
White Bags

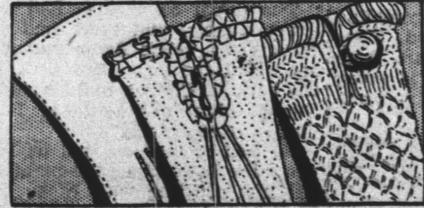
\$1.00
EACH

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.

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 say you'll want to dance forever . . . Pretty—as gloriously pretty as a full moon . . . Smart—just as smart as the Riviere, 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.

Fun Fashions
for Sun—Sand and Water!

Fun begins this week end . . . 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.

\$1.00

Slacks

\$1.00

Cool, washable

and comfortable

cotton slacks in

brown, navy and

red colors. Sizes

14 to 20.

14 to