

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)

Sheer Loveliness

The New Dress Fashions for Summer
Afternoons And Evenings!

\$6.98

Maytime, the beginning of the romantic season... afternoon bridge in gardens... dining and dancing out... school dances and parties. Maytime, it's time to get into one of these glamorous party frocks of sheer chiffon or organdy... or one of the dressy afternoon frocks in net. Right now, our selection is complete in style and size selection at this popular low price.

A. Sheer Striped Organdy Formal

Glamorous and sweet striped organdy formal in pink with pink and baby blue trim. Note the "sweet" puff sleeves and loops of silk, all the way down... Size 20.

B. The Sheer Chiffon Cape Formal

So simple, yet so sophisticated that you can wear it to the swankiest dances. In robin egg blue chiffon. The cape is detachable. Size 11.

C. The White Jacket with Navy Net Dress

A dress suitable for any affair, daylight or after dark. The jacket can come off when you're dining out or dancing. This comes in a size 11.

D. The Black Ribbed Sheer with Accents of Yellow

Different and new... a black sheer net dress with a black slip. The bright, sunlight yellow patent belt and trim is fashion news. A size 11.



Downstairs
at Ayres
Where Correct
Fashions Are
Less Expensive!

Now's the Time to Choose Your New WHITE Summer Suit

Right at the beginning of warm weather, when you need them the most, we can feel proud to offer a complete selection of lightweight summer suits in white, in the smartest styles, and in the materials that have proven successful. As well as white, we also can present a grand selection of dark colors and pastels. Sizes 12 to 20 in the group.

at \$5.98

WHITE LINEN SUITS—In non-shrinkable, washable linen. Tailored styles with plain or action backs. Sizes 12 to 20 in the group.

at \$7.98

"HONG-KONG" spun rayon suits in the whitest of white, gold, pink, navy and brown. Link button styles with action or plain backs. All man-tailored styles. Sizes 12 to 18.

at \$10.95

"SUMA-KOOL" spun rayon man-tailored suits in white or beige colors. Choice of two smart styles, link button with action back and a link button with plain back. Sizes 12 to 20 in the group.

—Downstairs at Ayres.



Above:— "Suma - Kool" man-tailored suit with action sports back. A size 14 at... \$10.95

Right:— White suit of spun rayon—action back, link button front. Size 14 at... \$7.98

White Bags

That You May Keep Immaculate
Because They're Washable!

\$1.00

Simulated leathers in patent, alligator, saffian, lizard and calf. Also many in rodalac. Top handles, zippers, envelopes. Small bags, large roomy bags and every one is washable. Smooth and rough grain.

Wood Bead Bags... \$1.00 and \$1.98

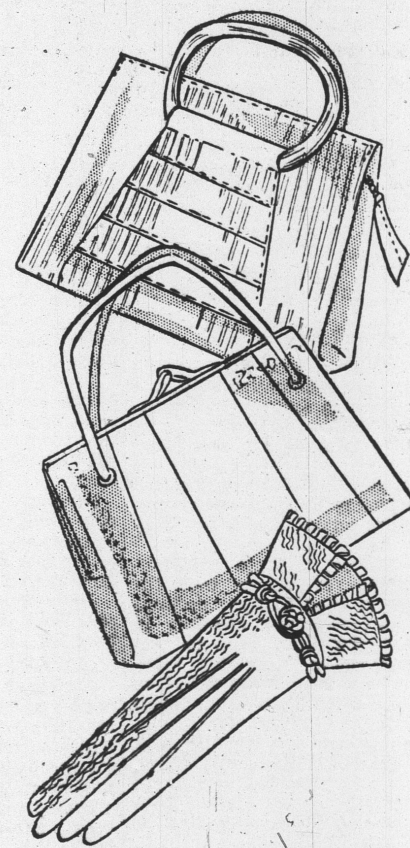
"Kayser" Gloves

• Kayspun! • Coral Lace! • Sea Breeze!

\$1.00

Washable fabric gloves in "Kayser's" three most popular fabrics, as well as Filet Lace. In white, black, brown, yellow, navy, grey and beige colors. Sizes 6 to 7½.

—Downstairs at Ayres.



It Pays to Buy Quality Hose! Choose REAL SILK DeLuxe Chiffon Stockings

(Substandards)

69c PAIR

Please, No Mail
or Phone Orders!

The smart, but thrifty woman of Indianapolis, wears our substandards of Real Silk DeLuxe Chiffon. Long mileage, sheerness and beauty are the reasons why these stockings have gained the popularity that they have. And although they're classed as substandards, only very, very slight imperfections can be noticed. In all the smart new shades. In sizes 8½ to 10½.

—Downstairs at Ayres.

If You Want a Better Slip—
Then Choose One of These

CORLISS Silk SLIPS

at **\$1.39**

The Slip That Has Everything You Want!

- Generous Panel Front!
- Beautiful Lace Trims!
- Tearose or White Colors!
- Perfect Size!
- Embroidered Motif on Tailored Style!

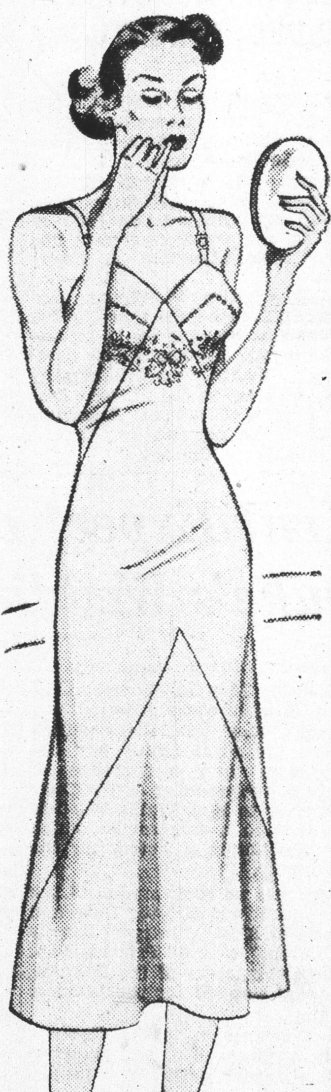
"Corliss" is our own exclusive brand of quality fashions. These slips are no exception to the rule, with their generous shadow panel fronts, expensive lace trims and fine quality silk crepe materials. You'll want to order several of these slips tomorrow in white or tearose, in a lace trimmed or tailored style. Sizes 34 to 44.

Women's PURE SILK PANTIES

Pure silk crepe panties or satin panties with elastic at waist and a tailored or lace finish at hems. Medium and large sizes. Tearose or blue.

69c

—Downstairs at Ayres.



1937 Six Way Hat Featuring WHITE and Summer Pastels

\$2.00

- White
- Maize
- Copen
- Toast
- Saddle Brown
- Black
- Beige
- Navy

The hat that's gained the fashion headlines from New York to California. The hat you can wear any place, in any company. The hat that's becoming to the junior-miss as well as the mature woman. Wear any one of the six different ways shown here... look smart and pretty! Choice of 8 different colors. Headsizes 21½ to 23 in the group.

White Felt Hats

It's time to wear white, and these white felts in many different styles are just the ticket for summer chic. Head sizes 22, 22½ and 23.

\$1.39

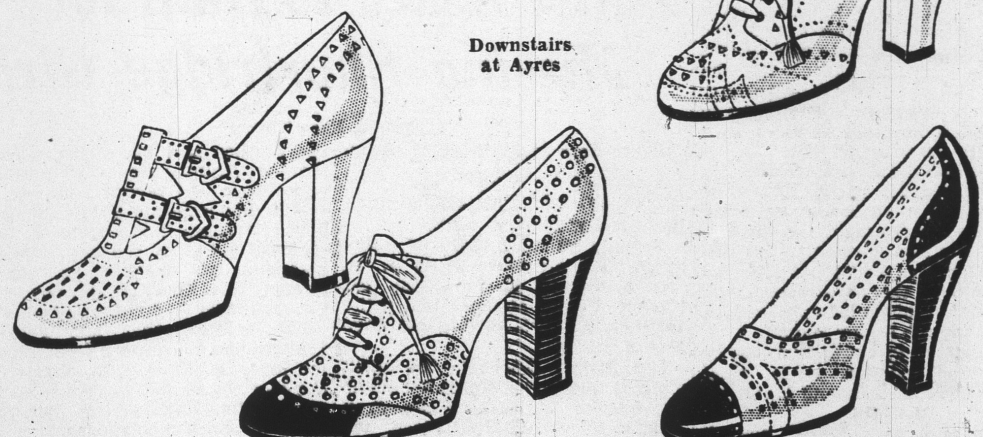
—Downstairs at Ayres.

It's Time to Wear White—and Here
Are the White Shoe Styles You Want!

WHITE SHOES

\$1.99
PAIR

It's time to buy your white shoes... and when it comes to WHITE shoe fashions... and at a price you can afford, depend upon Ayres Downstairs Store to meet your needs. In this selection of brand new summer shoes you'll find one of our biggest varieties of styles we've ever offered at this price. Sandals, pumps, ties, straps, oxfords, in sizes 8½ to 9, widths AA to C.



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