

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)



Sheer loveliness in a black chiffon with cape sleeves in a youthful design. A size 44 \$7.98

A tailored lady type lace in St. James Rose. Note the gored skirt in front. A size 40 \$7.98

The sheer print with blue background and multi-colored print pattern. Size 20½ \$7.98

Styled for Cool Comfort.
Through a Typical Indiana Summer

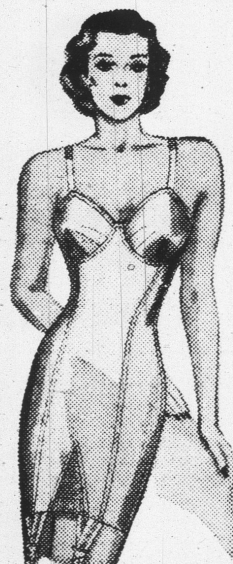
Women's New Dresses of Sheer Chiffon or Lace

Sizes 38 to 52 **\$7.98** Sizes 18½ to 24½

Sheers and laces the big fashion news at the present moment are gaining in favor and promise to reach unusual fashion heights this coming summer! They're fashions that feel cool and look cool, even on the hottest day! This "Youthful Mrs." collection of summer sheers and laces is first rate and you're sure to find just what you have in mind whether you wear a size 38, 52, 18½ or 24½!

—Downstairs at Ayres.

Streamline Your Figure for That Chic Appearance!



"KABO" Side Hook Brasselette

\$2.50

A 16-Inch Hip Length Style!

Your new summer suit or frock requires side-hook brasselette in the popular 16-inch length. This streamlines the hip line into one continuous line giving the dress or suit that perfect appearance. Material top with average hip development and bust uplift. Sizes 34 to 42.

—Downstairs at Ayres.

Thursday! A Spectacular
Selling of Genuine

BELGIAN LINEN 2-Piece SUITS

Every One
Guaranteed Washable!

Wear Them for:

- Street Wear!
- Afternoon!
- Dates!
- Office!
- Business!
- Theater!
- Vacation!
- Outings!

\$3.00

Cool Colors:

- Maize!
- Pink!
- Aqua!
- 9 Different Styles!



Every Dress a Greater Value!
In Nine Clever Styles!

We made a spectacular purchase of these imported Belgian linen two-piece suits . . . and tomorrow we're bringing them to you at a sensational low price! Nine of the season's outstanding styles . . . copies of the most important fashions at the Southern resorts this past winter! Just see what's included: Zigzag necks! Contrasting Ascots! Fringed necklines! Covered button fronts! Peaked revers! Belted backs! Peplums! Rolled necklines! Puffed sleeves! Pleated pockets! Every one with matching pleated skirts—smartly tailored—exquisitely finished!

Sizes 14 to 20!

Phone or Mail Your
Order—Call Ri. 9441!

—Downstairs at Ayres.

'Youthful Mrs.' Felt Hats

Summer's Smartest "Hit" Style and
They're Made to Resist Rain Spots!

\$2.00

A "Youthful Mrs." hat that has met with immediate success . . . and you'll like one, too, for your summer costumes! The felt has a superb finish—and their wearability is unquestioned in sunshine or rain, because the felt will not show water spots. This is a white brim with gro-grain ribbon trim. Other smart styles also, headsizes 22 and 23.

- Swaggers!
- Off-the-Face!
- Jiggers!
- Homburgs!
- Rollers!
- Open Toppers!

—Downstairs at Ayres.



Sooner or Later—So Why
Not Start the Summer Right With

American Girl WHITE SHOES

Over 20
Styles
at—

\$4.95
PAIR

Sizes
4½ to 10
AAAA to EEE!

White Kid
White Buck
White Calf
Plain Pumps
Ties
Straps

American Girl enthusiasts, here's white shoe news! Tomorrow we're ready with over twenty different styles of American Girl white shoes in the styles and leathers you like best. Every pair is famous for their comfort, style and quality features. Sooner or later you'll wear American Girl White Shoes . . . start right now!

Oxfords
T-Straps
Medium Heels
Low Heels
Military Heels
High Heels

