

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)

Every Hour of a Summer's Day—You'll Adore the Cool, Crisp Loveliness of These

Tailored Cottons

Everywhere you go this summer you can enjoy the blessed comfort of wearing COTTON! Cotton dresses are the high fashion note for every hour of the day... and here in Ayres Downstairs Store you'll find cottons of QUALITY—in the utterly smart tailored fashions that are so easy to wear... and look so stunning.



at \$2.00

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|-----------------|------------------|
| Flowered Dimity | One-Piece Styles |
| Cotton Laces | Two-Piece Styles |
| Polka Dot Lawns | Tailored Styles |
| Ginghams | Pastel Colors |
| Flowered Pique | Dark Colors |
- Sizes 11 to 17—14 to 20 and 38 to 44

SKETCHED LEFT:

- A. Flowered Crown rayon dress with tailored collar and front pleats. Size 38.
B. Plain blue pique with white and navy accents, two-piece style. Size 11.
C. A red lawn with square white dots, two-piece style, with white pique trim and white leather belt. Size 12.

at \$3.00

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|-------------------|-----------|
| Dotted Swiss | Maize |
| Linens | Navy Blue |
| Polkadot Lawns | Black |
| Eyelet Batiste | Red |
| Plain Shantung | Green |
| Coin Dot Shantung | Brown |
| Flowered Voile | Blues |
- Sizes 11 to 17—14 to 20 and 38 to 46

SKETCHED RIGHT:

- D. White shantung with wide spaced printed flowers, shirt-waist style with front zipper. Size 19.
E. Plain colored brown shantung, tailored, with green buttons, belt and scarf. Size 14.
F. Black linen dress with white embroidery, white buttons and belt buckle. Size 14.

—Downstairs at Ayres.



Friday Only! A SALE of New WHITE Hats

In Two Interesting Price Groups

at 88c EACH

at \$1.08 EACH

An amazing price for such lovely hats as these! Collection includes frosty, white crepes (really NEW) and cool, attractive Toyo cloth hats. There are flattering brim styles, youthful off-the-face hats, and sporty swaggy types. In cool WHITE. Headsizes 22 and 23.

WHITE felts and pure Irish Linen hats are yours to choose from at this special one-day price! Offered in a big selection of styles—such as brims, rollers and off-the-face models. There are styles just made for YOU—and for any summertime occasion. Headsizes 22 and 23. —Downstairs at Ayres.

Friday We Present the New 'Swing With the Wind' Dresses for Girls

\$1.15

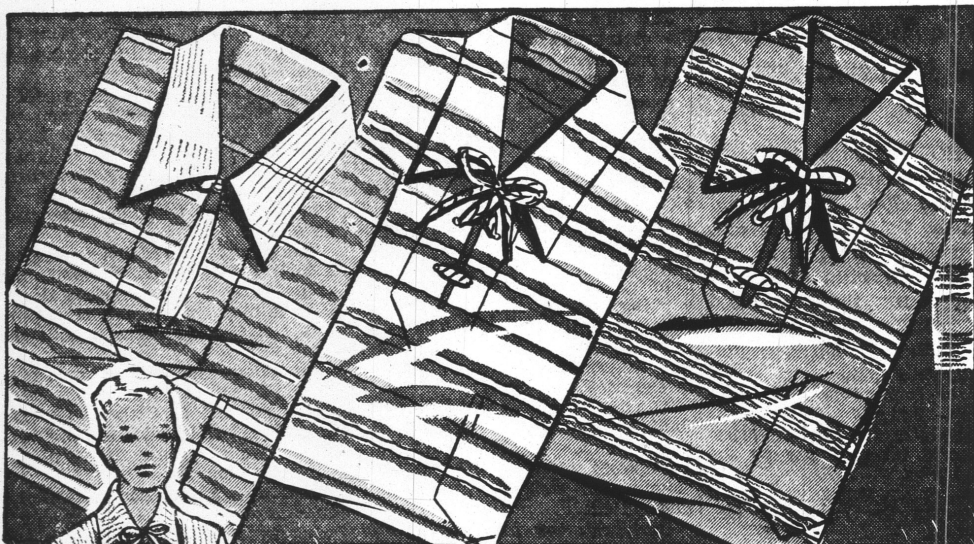


The "Swing With the Wind" Dress for women was a huge success... and now you can dress your girls in the same charming style. They're made with wide, wind-swept skirt in both sports and dressy types. Nicely made of cool floral prints—in a host of gay color combinations. Trimmed in contrasting colors. Sizes 7 to 16 years.

A New Shipment of Tiny Tots' 2-in-1 Print Dresses

\$1.15

The first two shipments sold right out—and now we're ready with a third! The set consists of a pretty little sheer cotton dress and a comfortable-fitting sun suit to match. Sizes 3 to 6½. —Downstairs at Ayres.



Hey, Fellows! Look What We've Got—1,000 New

Polo Shirts

Snappy Ones At—59c EACH

Yes, Sir! One of the snappiest assortments of polo shirts for boys that we've seen this season... and priced so every one can have several! All have a pocket; all are full sized and fast color! There are candy stripes, cluster stripes, blazer stripes! In nearly any color a boy could want—and in popular styles; sizes 6 to 16.

Boys' Sanforized Slacks

600 pairs of new wash slacks in the season's most popular patterns and styles. Pleated fronts; side ring adjustment straps; full slack models in woven pattern fabrics. Sizes 8 to 18 and 9 to 17.

\$1.19



Boys' SHIRTS and SHORTS 4 for \$1

Cannon knitted undershirts, panel rib, full combed yarn. 24 to 34. Fast color, banjo seat shorts, 24 to 32.

Boys' Sanforized Camp Shorts 59c

These shorts won't shrink because they're SANFORIZED. Made with 2 slash pockets, 8 to 16.

Boys' Striped Ankle Socks 6 Pks. \$1

Boys' elastic cuff ankle socks to wear with slacks in bright colorings. Sizes 6 to 10½. —Downstairs at Ayres.



Brand New! And Such a Low Price!

Bemberg Satin Slips

Rich Lustrous! Firmly Woven!

\$1.19

Perhaps you've worn our fine knitted bemberg slips, and know their wonderful wearing qualities. If so, we know you'll like these fine Bemberg SATIN slips! Beautifully lustrous—and DURABLE! With California V top—either tailored or lace trimmed. Tearose or white; sizes 34 to 44.

Silk or Satin Panties 69c

Attractive, good fitting panties of pure silk crepe or satin; tailored or lace trimmed; flat elastic at waist; medium and large sizes.

Hand-Embroidered Gowns

Plain colored, hand-embroidered Porto Rican gowns—or lovely printed batiste gowns! Both are fine values at this low price. V or round neckline; contrasting color trimming; sizes 16 and 17.

69c

Nainsook Slips 49c

Made of white nainsook with built-up shoulders; panel front; hem-stitch finish at neck; narrow hem; sizes 36 to 52.

Rayon Panties 39c

Novelty or plain weave rayon panties, step-ins, briefs, bloomers or vests; tailored styles; sizes 34 to 42. —Downstairs at Ayres.



So COOL! So COMFORTABLE!

Gay, Colorful Sandals and WHITE Shoes

A Big Selection—at a Low Price—\$1.99

Whatever your own particular need is in the way of summer shoes—you're pretty sure to find it in this very, very complete assortment at \$1.99! SANDALS? Yes, we have them in paisley prints, floral prints, contrasting colored patent leather and in plain white. And WHITE SHOES? Sure! Nearly any style you want: Oxfords, straps, pumps or ties—with high, low or medium heels. —Downstairs at Ayres.