

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE

★ (REGISTERED)

### Dark Summer Sheers

Are Cool, Filmy Flatterers for the "Junior-Miss"

Dark sheers are the fashion rage from coast to coast. First Paris and then New York took them up and they've gained such a tremendous popularity that every smart "Junior-Miss" must have a dark sheer in her summer and vacation wardrobe. Tomorrow, Ayres Downstairs Store is ready with dark sheers, dark nets, dark laces in such a complete selection that you'll be sure to find just what you have in mind.

A. Navy Blue Cotton Lace ... \$10.75

The dress that's gained fashion acclaim for its perfect chic at every occasion. This has a matching slip. A size 14.

B. Navy Print With White Coat \$6.98

A sheer navy print topped off with a sharkskin coat will gain you many envious glances. This is a size 13, and complete at this price.



C. Silk Marquisette Navy Sheer ... \$3.98

Touched off with dazzling white this sheer navy dress will take you to many smart affairs on your vacation. A size 13.

D. Tailored Silk Marquisette Sheer \$3.98

For the Junior-Miss who likes her fashions on the tailored side we've selected this sheer navy blue silk marquisette with a dash of white. Size 13.

E. Navy Sheer Net With White Pique ... \$6.98

Red, white and blue, that's the color scheme for this sheer dress. The belt is red patent, the collar and cuffs white pique. A size 13.

F. Black Sheer in Silk Marquisette ... \$7.98

One of the loveliest flatterers we've seen for summer. The white flowers are appliqued on. Black slip to match. Size 11.

—Downstairs at Ayres.



**Special Selling!**

Higher-Priced Natural Color  
**LEGHORNS**

At a  
Very  
Low  
Price  
**\$2.00**

Trimmed With Chiffon, Velvet,  
Ribbon or Flowers!

An extraordinary low price for genuine leghorns of this quality! Speaking of leghorns what more admirably fills the bill than one of these natural color leghorns with a big wide brim and chiffon streamers down the back, or velvet, ribbon or flower trim. Look pretty as a picture in one with your tropical suit or dark sheer dress. Head-sizes 22 and 23.

—Downstairs at Ayres.

Vacationing at the Lakes?  
Planning to Take a Trip?  
Then Be Sure You Have Plenty  
of Those Lovely, Long - Wearing

**Betty Shaw**

**Crepe Silk Hose**

In Smart  
Summer  
Shades!

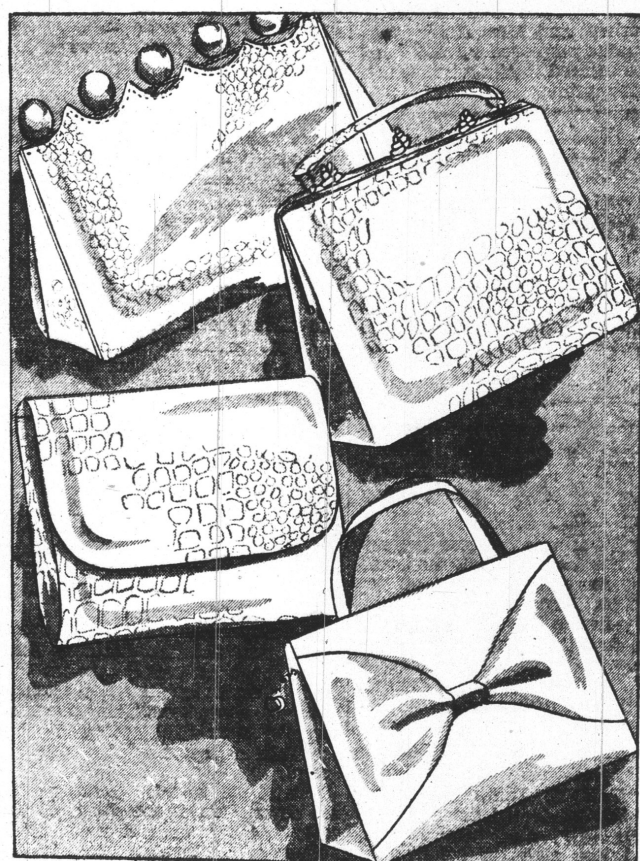
**69c**

Pr.

Every Pair  
Is First  
Quality!

Vacationers ... be sure to take plenty of those lovely Betty Shaw chiffon hose along with you, for wherever you go and whatever you do. They're made to our specifications for beauty and sheerness and the crepe silk is so woven to make them more snag-resistant. Every pair is full fashioned with picot tops and run-stops. Sizes 8½ to 10½.

—Downstairs at Ayres.



They're Washable and That  
Means They're Practical!

**White Bags**

Dozens and Dozens of Styles in  
Your Favorite Size and Leather

**\$1.00**

These white bags will look so nice with your dark sheer dress or your light suit. In simulated calf, patent and rough grain leathers. Pouches, underarms, envelopes, top handles and zipper styles. Large size bags, medium and small size bags or luggage type bags in the group. Fitted with coin purses and mirrors.

**Wood Bead Bags, \$1.00**

—Downstairs at Ayres.

"Swing in the Breeze"  
**A Sheer Print Dress**

**\$1.09**



- 16 Gore Flare Skirt!
- Washable and Cool!
- Youthful and Wearable!
- Peter Pan Collar and Puff Sleeves Edged With Val Lace!
- Grosgrain Belt!

"Swing in the Breeze" is a new star fashion in our House Dress Department. It's so cool and easy to wash and perfect for wear to the office, on your vacation, and for the street. In choice of print patterns with expensive trims.

Sizes 14 to 20!

—Downstairs at Ayres.

This Factory Cancellation Lot of Expensive  
Summer Shoes Offers You Marvelous Values!

**Sale! White Shoes**

**\$2.99** Pair

Famous Sbicca Construction — Found  
Only in Higher - Priced Fashion Shoes

Unfavorable weather during April and May caused several stores to cancel out many of their summer shoe orders! The factory didn't want to carry these shoes, because labels were already stamped in them ... they offered us the lot ... Many pairs of expensive white summer shoes at an undreamed of price reduction! Tomorrow you'll still find a complete selection at this very popular low price! Sizes 4 to 9, widths AAA to B.

- Linens!
- Kid!
- Nu-Buck!
- Mesh!

- Pumps!
- Straps!
- Ties!
- Oxfords!

- Low Heels!
- Medium Heels!
- High Heels!

—Downstairs at Ayres.



Here's News—  
Budget-Minded  
Luxury Lovers!

**Silk or Satin  
Undies**

**69c**

The perfect garment for summer wear. Pure silk crepe or novelty weave satin panties with plain elastic at waist. Lace trimmed or tailored finish at hems. Shorty style. Medium and large sizes. Tearose color.

**Pure Silk Slips  
With Panel Fronts**

Choice of 4-gore plain tailored style with panel front. Bias cut with lace front panel style and bias cut embroidered style. These come with California V tops in tearose or white. Tailored to fit smooth under sheer dresses. Sizes 36 to 44.

**\$1.59**

—Downstairs at Ayres.