

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

(REGISTERED)

(A) Right—
Sheer Black Chiffon
Always Chic and
Smart

\$6.98

The dress that'll take you everywhere this summer. Note the pleated skirt and the crisp white organdy trim. A size 13.



Fashions for Dress Selected by Popular Acclaim!

Here we show you five of the most popular fashions for dress this summer at home or away. For afternoons of bridge at the lakes, for traveling, for dancing and dining out one of these dresses will serve you smartly and well. You'll notice that three of the styles are dark, and they're sheer, the fashion rage from coast to coast and border to border. The other two are prints, and unusual in design. Sizes for juniors and misses, 14 to 20 and 11 to 17.

(C) Sheer Print With
Swirling, Whirling Skirt
\$5.95

A dress designed for the modern miss who likes dash and zest in styling. White ground with dark print pattern, trimmed with white. Size 11.

(D) The Sheer Chiffon
Print Afternoon Dress
\$3.98

The perfect dress for afternoons or evenings when you really want to make an impression. White ground with colorful, gay print pattern. Size 17.



(B) Above—
Sheer Navy Crepe
Touched Off With White
\$3.98

A gem of a dress for traveling, vacations and even the office. It's sheer and cool. The neck has a zipper closing, and that's smart fashion. A size 11.



Right (E)—
Sheer Net With Embroidered Pattern \$3.98
One of the favorites this summer! A dressy dress for practically any important affair. It's cute and sweet and very flattering. Size 16.

A "Natural" for Saturday Shoppers!

Special Sale! Natural Color LEGHORNS

For
Saturday
Only! **\$1.88**
EACH

Trimmed With Chiffon, Velvet,
Grosgrain Ribbon or Flowers!

An amazing low sale price for a Leghorn of this quality! And speaking of Leghorns, what more admirably fills the bill than one of these natural color Leghorns with a big, wide brim. Perfect to wear with chalk white, prints, dark sheers. Perfect to wear daytime or night. Head-sizes 22 and 23.

—Downstairs at Ayres.



It'll Pay You Well to Take
Plenty of These Stockings
Along on Your Vacation!

REAL SILK

De Luxe Chiffon Hose

(Substandards)

69c
PAIR

Vacation coming? Planning to take a trip? Then settle your vacation hosiery wardrobe by stocking up on these famous long-wearing sheer chiffon "Real Silk" De Luxe stockings. The stocking that every thrifty and fashion-wise woman wears. Choice of all the latest summer shades in sizes 8½ to 10½.

Please, No Mail or Phone Orders!

—Downstairs at Ayres.



The Fashion Rage From Coast to Coast!

Colorful Sandals

At a
Sweet
Low Price! **\$1.99**
PAIR

Whites!
Prints!
Colors!

Fashion sends a rush of color to your feet! Bold, tropical print in gay color, or 3, 4 or 5 colored sandals in patent or linene. Or plain white sandals. The selection is big, and the price is low... take advantage of this offering tomorrow. Sizes for women and misses.

—Downstairs at Ayres.

Fashions for Play Selected by Popular Acclaim!

Here's sun in your eyes! Plan to get outdoors and stay there. Plan to ride, cycle, hike, golf, tennis, swim, play in the sunshine. Plan to fill your lungs with ozone, your pores with vitamin sun-rays, and your soul with a new sense of well-being. Here's the clothes and the fashions you need... practical, yet so inexpensive that everyone can afford a complete Sun Fun wardrobe.

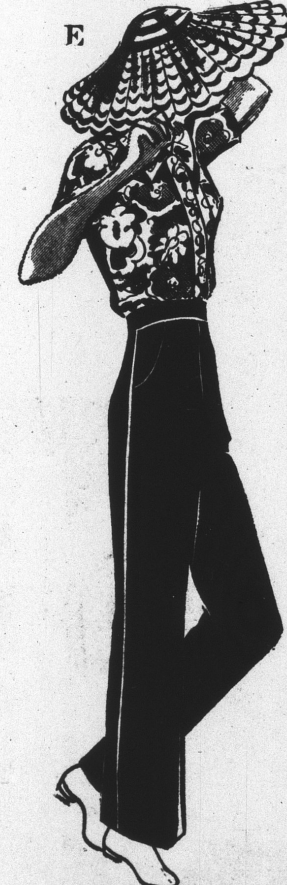
(D) Colorful Hawaiian
2-Pc. Play Suit
\$1.25

Two-piece play suit in colorful Hawaiian print pattern. The set consists of shorts and a fitted 'bra. Sizes 14 to 20 in the group.

(C) Women's All-Wool
Bathing Suits
\$1.98

One-piece all-wool bathing suits with or without skirts. In a nice selection of colors... royal, coral, aqua. Sizes 32 to 40. Other suits at \$2.58.

Below: A big floppy
brim hat to keep the
sun out of your eyes.
Red and natural
color
straw **39c**



(A) Left: 3-Pc.
Play Suit
\$1.09

Cool, washable cotton 3-pc. play suit, for bicycling, tennis or beach. In gay print designs. Shirt and shorts with separate skirt. 14 to 20.



(B) Colorful Hawaiian
Print Beach Pajamas
\$2.25

You'll find these beach pajamas both practical and colorful. Made in fast color fabrics and designed in tropical floral print patterns. Sizes 14 to 20. Two-piece style.

(E) Left: Slacks and a Hawaiian Shirt, \$1 ea.
THE SLACKS in navy or brown. Some with contrasting trim or button trim. Sizes 14 to 20. THE HAWAIIAN SHIRT comes in a gay colored floral print. Sizes 14 to 20.

CLEARANCE Women's and Misses' Summer COATS At Big Savings!

At **\$4.98** Just 56
Wool Crepe
Coats!

A grand selection of misses' wool crepe coats in sizes 14 to 20. Not every size in each style, but all sizes in lot! All these coats are unlined. In the popular jigger length, Tuxedo front, pleated back styles. In black, gold, light blue, brown and beige.

At **\$5.98** Just 16
White Flannel
Coats

A limited quantity of white flannel coats in sizes 14 to 20, but not each size in each style. These are all unlined, casual type swaggar coats. Marvelous values at this very low price.

At **\$6.98**

40 FLANNEL COATS—in sizes 38 to 46, but not each size in each style. In navy, black and brown. All unlined casual type coats. Swaggar length.

20 WOOL CREPE COATS—in navy and black only. Sizes 38 to 46, but not in each style. All are unlined casual type coats in the popular swaggar length.

—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. Tealose color.

Pure Silk Slips With Panel Fronts **\$1.59**

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 tealose or white. Tailored to fit smooth under sheer dresses. Sizes 36 to 44.

—Downstairs at Ayres.