

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)

Get Ready for a Glorious "Fourth"—Only 2 Days to Shop!



From the Style Center of the World—From the Land of the Movie Stars—We Bring You These Smart Dresses—Exclusive With Ayres Downstairs Store

SALE!



Hollywood Fashions

Made of Beautiful Rayon Crepe—and to Sell for Much More Than

\$3.00

16 Smart Styles Will Be Found in Our Thrifty-Price Dress Section

Tomorrow, in our Thrifty-Price Dress section we're continuing this drama packed event! Dresses from the style center of the world, created in Hollywood and styled with dash and zest with an eye to detail, and with nice hems, unusual trims. For sports, for street, for vacation, for office and travel. For misses and juniors!

Sizes 12 to 20-

- Prints!
- Polka Dots!
- Pastels!
- Navy!
- Maize!
- White!
- For Street!
- For Office!
- For Travel!
- For Vacation!
- For Sports!
- For Afternoons!

—Downstairs at Ayres.

They Fit Like a Glove And They Wear Like Your Skin!

Stout-Size "Strydefree"

Bemberg Undies 79c

"Strydefree" bemberg panties or slippers in stout sizes are famous for their fit and wearing qualities. Plain front with elastic back and tailored hem finish. Sizes 44 or 46. Tealose. Size 50 . . . 89c.

Stout-Size Batiste Pajamas \$1.49

Cool summer 2-pc. pajamas of fine, sheer printed batiste. Semi-tailored styles. V or round necks. Sizes 18 to 20.

Batiste Gowns \$1.29

Stout size batiste gowns in dainty floral prints. Sizes 18 to 20.

—Downstairs at Ayres.



The Fashion Rage From Coast to Coast!

Colorful Print or White Sandals

At Your Favorite Low Price!

\$1.99

PAIR

Fashion sends a rush of color to your feet! Bold, tropical print sandals in gay colors, or patent or line sandals in gay multicolors. Or plain white sandals. The selection is big, and the price is low . . . take advantage of this offering tomorrow. All sizes.

Children's Cool Sandals, Values at

with soft leather uppers in brown, smoked elk or patent. Rubber heels, full lined, leather soles. \$1.00

—Downstairs at Ayres.



Special Selling!

White Hats

Styles You've Seen at Higher Prices!

\$1.00

A special selling of brand new white summer hats! You need one or more for your Fourth of July trip. . . and here's your opportunity to get a smart, new hat at a saving! Open crown toppers, brims, off-the-face and turban styles. Crepes, linens, felt and straws with ribbon or feather trim. Headsizes 22 and 23. We advise early shopping for the best selection!

—Downstairs at Ayres.



They're Going Places!

'NEVERMEND'

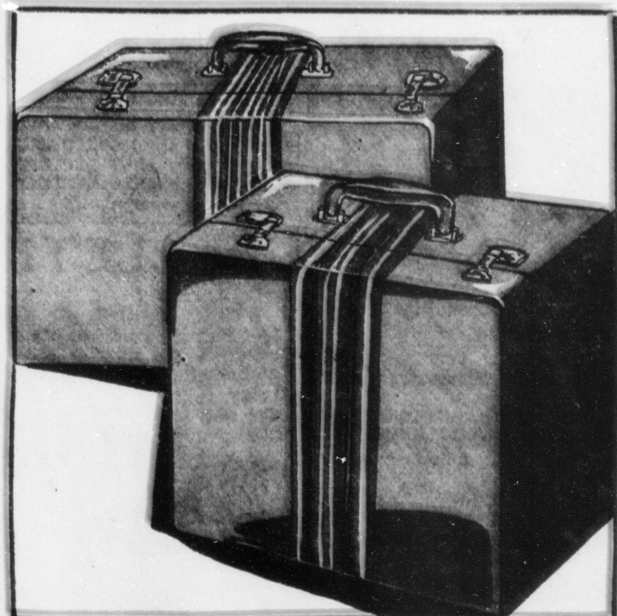
'Knee-High' Hose

39c

PAIR

These 4-thread chiftons are "going to town" in popularity and out of town with vacation wardrobes! First quality pure silk Knee-High hose well reinforced at points of wear. In all the smart summer shades. Sizes 8 1/2 to 10 1/2.

—Downstairs at Ayres.



Getting Away From It All? Take Along This Lightweight

Striped Luggage

\$3.50

Overnite Cases

Hat Boxes

Just the ticket for your vacation traveling . . . this striped luggage is durably made with sturdy wood frame construction and covered with heavy woven stripe fabric . . . thoroughly water-proofed! Choice overnight case or a roomy hat box. Brown or grey colors.

Fitted Wardrobe Case to Match \$7.95

Fabricoid Overnite Case, \$2.25

Real values at this low price! Strongly made fabricoid in brown or black. Choice of 21 or 24-inch sizes.

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Really Exceptional Values!

SALE! 2,000 Pairs Men's

SANFORIZED WASH

SLACKS

800 Pair At

\$1.00

PAIR

- Nubs!
- Stripes!
- Seersuckers!
- Dark Greys!
- Black and White!
- Tan and White!

In time for the coming week-end holiday! A tremendous selection of men's SANFORIZED-SHRUNK wash slacks in all the wanted fabrics and patterns. Full cut with collegiate style trouser legs, side buckle adjustment. In checks, black and white, tan and white, dark greys and stripes. Sizes 29 to 48.

1200 Pairs At

\$1.98

- Pleated Fronts!
- Plain Fronts!
- Checks!
- Stripes!
- Glen Plaid!
- Mixtures!

These are all better quality wash slacks, guaranteed SANFORIZED SHRUNK. Full cut styles in sizes 29 to 48 waists!

Men's Straw Hats

Sailors with black or fancy bands. Bankers in grey or tan. 6 to 7 1/2. \$1.00

Men's White Suits

Solid white cotton gabardines, pinces or cords with sports back. \$5.98

Men's Tropical Suits

Made to hold their shape. Greys, blues, light weight, cool and comfortable. \$12.95

For the 4th and Every Other Play Day!

Men's Polo Shirts



59c

Ea.

For the 4th and your other week-ends spent out in the sun you'll want several of these cool, lightweight summer polo shirts in cotton mesh. With the popular adjustable eyelet tie neck, short sleeves and pocket. In white, blue or maize. Sizes 34 to 44.



Men's "T" Sport Shirts

A light weight cool cotton mesh round neck shirt for tennis, golf or cycling. In white, blue or maize. Sizes 34 to 44 in the group. 50c

Men's Wool Swim Trunks

All-wool swim trunks in fancy rib knit. Full belt and belt loops. Knitted support. Navy, brown, royal and wine. Sizes 30 to 44. \$1.00

Men's Summer Socks, 4 Pr.

Men's short socks with lastest top that helps keep them up. In whites, patterns or figures. Light or medium shades. Some irregulars. Sizes 10 to 12. \$1.00

Men's Wool Swim Suits

All-wool "Zip-Top" style swim suits with plain and contrasting trim. Shirts and shorts style. Navy royal, maroon and grey. Sizes 36 to 44. \$1.98

Downstairs at Ayres

"Before-the-Fourth" Clearance!

Sale! Full Size Gliders

Limited Quantity!

\$9.95

EACH

6 Foot Size

Special Clearance Sale of sturdy gliders! You want one for your front porch or summer garden . . . and now when you need it most here you can buy it at a sensational low price! Striped canvas seat and back . . . Stabilizer and arms. Full 6-foot size.

4x7 SUMMER RUGS

Cool and colorful, the perfect rug for your summer porch or summer cottage. In several attractive stenciled designs and in green or brown colors.

Other Summer Rugs, 69c to \$6.95

—Downstairs at Ayres.

79c