

# The "BUY WEY" of Indianapolis

## AYRES DOWNSTAIRS STORE

Holiday Togs for the Whole Family—At Prices You Want to Pay



1937 Six Way Hat  
in White Felt  
**\$2.00**

The hat that's hit on all "6" from New York to California! The hat you can wear any place, in any company. The hat that's becoming to the junior-miss as well as the mature woman. Wear it any one of the six different ways shown here... look smart and pretty! Choice of cool, white felt or pastel colors. Sizes 21½ to 23 in the group.

—Downstairs at Ayres.

To Keep Really Cool You  
Need a New Sleek-Fitting

Mesh Foundation  
**\$2.00**



No use to wear cool, sheer dresses this summer, if you're going to continue to wear your hot old winter foundation garment! For only \$2 you can own one of these cool, cotton mesh garments—lightly boned, with lace fabric bust uplift. A side-hook brassiere for the average figure. Four hose supporters; sizes 34 to 42.

Also a Complete Line  
of KABO Garments

—Downstairs at Ayres.

For Your Busy Fourth of July Schedule  
When Smart Clothes Are Half the Battle!



Tailored Shirtmaker  
"Richlin" Dress

(Below) **\$6.98**

The fabric that's created a sensation in the fashion world this summer. In summer brown with white belt and tricky glass buttons. Size 13.

Two-Piece Silk  
Seersucker Dress

(A) **\$6.98**

A brown and white check silk seersucker, cool, practical and smart for most any occasion. Trimmed with cool white accents. Size 11.

Black Sheer Net  
Over Black Print

(B) **\$3.98**

Sheer charm in a black net redingote type coat over a black and white sheer dress. Accents of white and black patent. A size 13.

Black Sheer Chiffon  
With White Lace Trim

(C) **\$3.98**

So lovely that it'll take your breath away. Cool black chiffon with cool white lace all way down front and on cuffs. A size 14.

Black Sheer Chiffon  
Floral Print Dress

(D) **\$3.98**

For your week-end dancing and partying you'll wear this black sheer chiffon floral print with black taffeta sash and slip to match. A size 13.

Going Places Over the Week-End? Be Sure to Take Along Enough

Substandards of  
"Real Silk"  
Mesh Hose  
**79c PAIR**

The darling of "yesteryear" once more comes into fashion prominence for summer. Smart dark or light shades. Sizes 8½ to 10½.

**REAL SILK De Luxe**  
**CHIFFON STOCKINGS**

SUBSTANDARDS

You'll be terribly busy this week-end... so be sure to come down and stock up on these long wearing, beautiful chiffon Real Silk De Luxe Stockings. Choose from any one of the smart summer shades for wear morning, afternoon or evening. Sizes 8½ to 10½.

Please, No Mail or Phone Orders!

—Downstairs at Ayres.

**69c**  
PAIR



For Beauty and the Beach!

Dressmaker Swim Suits  
**\$2.25**

Dressmaker type swim suits in gay colored prints. All fast color patterns in one-piece skirt type styles. Lined with a good quality jersey lining. Fitted brassiere tops. Sizes 32 to 40 in the group.

Zephyr Wool Swim Suits  
**\$2.98**

Smooth fitting zephyr wool suits in royal, aqua, yellow, brown and dubonnet. Lined with jersey. Some have contrasting color trim. Sizes 34 to 44 in the group.

Printed 3-Piece Play Suit

Cool, colorful and practical for any outdoor sport. Consists of separate shorts, halter and a short beach coat. In brown or navy print pattern. Sizes 14 to 20.

**\$1.98**

Fast Color Cotton Culottes

Well made, cut full and comfortable. Made of fast color cottons, bright prints, stripes, dots and checks. Sizes 14 to 20 in lot.

**\$1.98**

Women's Cotton Crash Slack Suits

These slack suits are made of cool, washable lightweight cotton crash. In navy, brown, beige or gray. Sizes 14 to 20 in group.

**\$1.98**

Hawaiian Beach Pajamas, Pair

Colorful Hawaiian print beach pajamas in tropical floral patterns. Full cut, two-piece style. Sizes 12 to 20 in group.

**\$2.25**

—Downstairs at Ayres.

Special Purchase!

A Group of America's Leading Stores  
Had This Slip Made to Their Specifications  
of Beauty, Fit and Comfort!

Beautiful Silk Crepe  
Panel Front Slips

Our  
Low  
Price—**\$1.59**  
EACH

Sound economy to buy slips of this quality because they're made to our specifications of fit, comfort and beauty! California V lace or tailored tops in 4-gore or bias styles. Adjustable straps. Also California V tailored style with double top bias. Sizes 34 to 44. Tearose or white.

Batiste Gowns

**\$1.00**

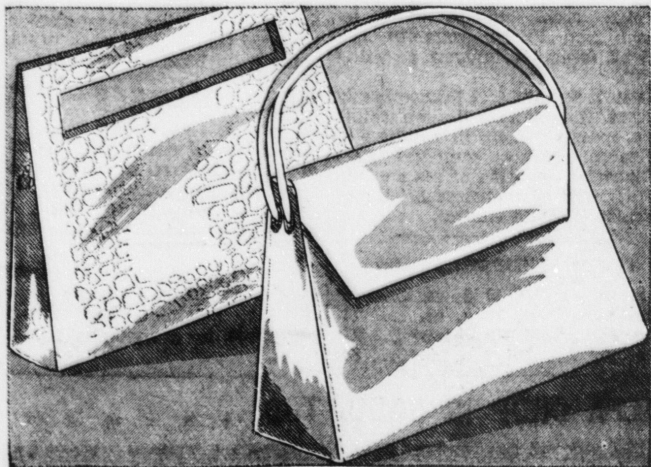
Batiste nighties with ruffle or contrasting color trim. Bias or straight cut. Sizes 16 and 17.

—Downstairs at Ayres.

"Splendor" Slips

**\$1.19**

Made of 100% pure silk face with long wearing bengberg back... Shadow proof panel. Sizes 34 to 44. Tearose or white.



Tomorrow! Thrilling Handbag Values  
That Will Bring You Here on the Run!

SALE! Washable  
White Bags

Dozens and Dozens of Styles in  
Your Favorite Size and Leather

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.

—Downstairs at Ayres.

**88c**  
EACH

An Extra Special Value!

Sale! Open-Toe Sandals

These Shoes Formerly Sold in Our Stock  
Regularly for \$2.69 — Save 70c a Pair!

Sale  
Priced  
At—

**\$1.99**  
PAIR



In the 3 Most Popular Colors!  
Red Kid! White Kid! Black Patent!

Your toes must show... that's the big fashion news this summer! Here are the shoe fashions... and at such a saving that you'll want to buy a pair in each color! High or Cuban heel oxfords in medium or narrow widths. Well made for fashion and service. Sizes 3 to 8 in the group.

—Downstairs at Ayres.