

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE



Dresses Are Pretty... Costumed More Attractive With

WHITE Summer STRAWS
88c

You'll need that extra cool white hat for the hot July days ahead. So be sure and choose one of these very, very attractive new Summer styles that will go perfectly with every costume and you. Rough brims, wide brims, medium brims, dip brims, bowties and school girl brims. Hundreds 22 and 23 in the group.

—Downstairs at Ayres.



SALE! "FRUIT of the LOOM" Wash FROCKS

74c

—Downstairs at Ayres.

2000 DECORATORS' SAMPLES

19c 39c 59c

According to Sizes and Quality

- Chintz
- Rayon Satins
- Crashes
- Linens
- Heavy Fabrics
- Cottons

Decorators use the finest materials available in their work, consequently when we offer these kind of samples and remnants, people hurry down to get the wonderful bargains. You'll find them perfect for making chair cushions, chair and swing covers, laundry bags or dining room chair seats. Hurry down tomorrow and get your choice.

—Downstairs at Ayres.

That Trim Dressy Look Is All-Important!

Black Becomes Correct for Now 'Til Fall DRESSES \$3.98

SIZES 9 to 15, 12 to 20, 38 to 44, 18½ to 24½!

Rayon Romaine Sheers
Rayon Satins
Duo Dots
Triple Sheers

WEAR THEM for:
Vacationing!
Afternoons!
Shopping!
Street Wear!

Among women who choose Summer fashions with an eye toward looking trim and neat... Black becomes a top heavy favorite. There's something definitely dressy about black. Add several crisp touches of white here and there and suddenly you've got the most adorable Summer fashion imaginable. Try this new Formula for looking cool and refreshed. The prices are low... the values are tremendous.

—Downstairs at Ayres.

Have a Wonderful Time!

PLAY SUITS \$1.00

You'll be sure to have a wonderful time in one of these Blue or Red stripe play suits with bare midriff. Complete with blouse, shorts and skirt with button front. Sizes 12 to 18.

Other Play Suits \$2 and \$3

Dressmaker Swim Suits \$2.00

We definitely guarantee in your most beautiful swim suit... Dressmaker Swim Suits \$1 to \$4

—Downstairs at Ayres.

To Make Your Dress Fit Better!

"FRUIT of the LOOM"

Rayon Satin and Rayon Crepe

SLIPS \$1

- Durable Rayon Crepe!
- Lace Tops!
- Tailored Tops!
- 4-Gore Front Panel!

To insure getting the most out of every Summer dress, play safe and wear one of these correct fitting "Fruit of the Loom" rayon crepe slips. They feature double seams and the popular front panel. Lace and tailored styles in sizes 32 to 44. Color in Tea Rose and white.

—Downstairs at Ayres.



If It's a Smart Shoe Fashion AYRES DOWNSTAIRS STORE HAS IT FOR

\$3

Sizes 4½ to 9 Widths AAA to B

'CORLISS' Spectator Pump \$3

An outstanding style shoe preferred by women who demand smart styling and rich simplicity. 3 Different heel heights. White Summer suede with brown trim.



"CORLISS" Elasticized Pump \$3

Elasticized suede in this V throat makes it fit your foot like a glove. Open toe, medium heel, perforated trim. All-white Summer suede.

—Downstairs at Ayres.



Advance Selling of Persian Fur Fabric Coats

\$16.95 [Long-Term Layaway or Budget Plan Available]

If you've hesitated buying a fur coat because of the expense, be sure to get one of these Persian Fur Fabric Coats that look and feel so much like real fur that you'll be proud to wear them everywhere. Fitted styles, boxy styles, chambray linings, quilted linings.

Other Persian Fur Fabric Coats... \$19.95 to \$28.00

—Downstairs at Ayres.

Summer Savings for You With Irregulars of

REAL SILK Regular Chiffon STOCKINGS

69c PAIR

Exquisitely sheer and clear, these fine irregulars of Real Silk regular chiffon hose will become your prettiest Summer costume! 3 and 4-thread weights. Picot hem and run-stop. Sizes 8½ to 10½. Smart new hosiery colors.

Substandards—are stockings that escape by the narrowest of margins being classed as "First." Only the well trained eye of an inspector can detect the slightest imperfections. Buy them with CONFIDENCE.

Downstairs at Ayres.

Vacation Sale of TOWELS "CANNON" and Other Famous Brands!

10c 15c 20c 25c 35c

White Bath Towels (18x36) Fine White Huck Towels (15x20) Novelty Bath Towels (18x36) White Steam Towels (16x27) White Guest Towels (16x28) Heavy napped towels in all white with colored borders! 200 (20x40) Heavy Bath Towels (22x44) Heavy Bath Towels (24x48) Heavy Turkish Bath Towels (22x44) (24x48) Large "thirsty" Bath Towels! Also "Cannon" Check Towels (20x40) Stock up now and SAVE!

Printed Rayon Bemberg SHEER REMNANTS 39c Yard

Sheer rayon bemberg remnants in all of the latest patterns and colors. Savings are tremendous when you buy these remnants of fine material. Lengths from 3 to 10 yards long. Make your own Summer dress for a fraction of the ready made cost.

—Downstairs at Ayres.

WHITE Rayon Sharkskin Remnants 39c Yard

Crisp cool white rayon sharkskin at remnant prices you can't afford to miss. A high degree of sheerness and fine quality that will make Summer fashion your friend of 3 to 10 yard lengths.

Sheer Summer Wash Goods 10c Yd. —Downstairs at Ayres.