

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

Summer Comfort for the Family—for Very Little Money!

A Dazzling Collection of Smart Fashions in

Washable Spectator Sports DRESSES

\$2.00

Sizes 9 to 17, 12 to 20, 38 to 52!

White
Blue
Pink
Green
Aqua
Luggage
Rose
Grey

A thrilling array of the most exciting Summer fashions that you've seen. Styles galore for every taste. Details that make you want to wear them. Prints, dots, stripes, just everything to make your Summer complete.

—Downstairs at Ayres.

Rayon
Sharkskins
Spun
Rayons
French
Crepes
Rayon
Bemberg's
Cottons



SIZES

9 to 17

12 to 20

38 to 52

Summer Store Hours:
Daily From 9:30 A. M. Until 5 P. M.
Saturday From 9:30 A. M. Until 1 P. M.



Irish Linen Open
Crown Style

2-Oz. Coco-Nut
Straw Hat

Women's SPORT HATS

\$1.00

Choose a gay hat... a carefree hat... one that will give you plenty of comfort and freedom... one that will look smart throughout the day. You need not pay a big price for this hat. Ayres Downstairs Store offers you that newest in hats at budget prices.

—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.

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

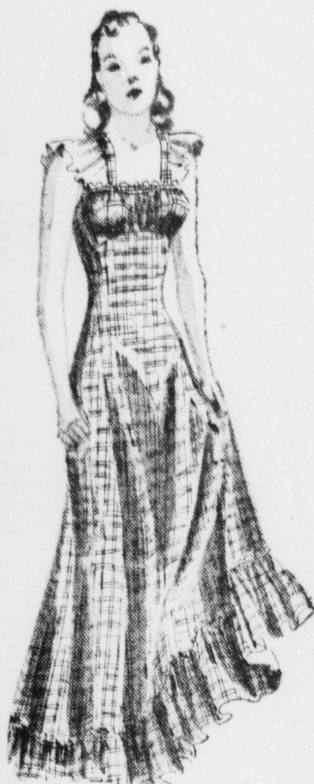
—Downstairs at Ayres.

Women's Gay Printed Batiste GOWNS

\$1.00

Enjoy the cool comfort of these very pretty batiste gowns. They're cut full for freedom and trimmed with lace and dainty ruffles. Avoid the discomfort of warm bedrooms by stocking up with these adorable and cool batiste gowns. Sizes 34 to 48.

—Downstairs at Ayres.



Sportswear You Need!

Denim Slack Suits

\$2.00

Denim slack suits that have become the popular favorite of many women who like the sturdiness and smartness of this famous material. Full cut tailored slacks, zipper closing. Button front patch pocket shirt. Colors in Rose and Blue.

Play Suits

2-Piece play suits with detachable skirt. Printed poplin and striped chambray. Button front skirt, full cut shorts and shirt. Sizes 12 to 44 in the group.

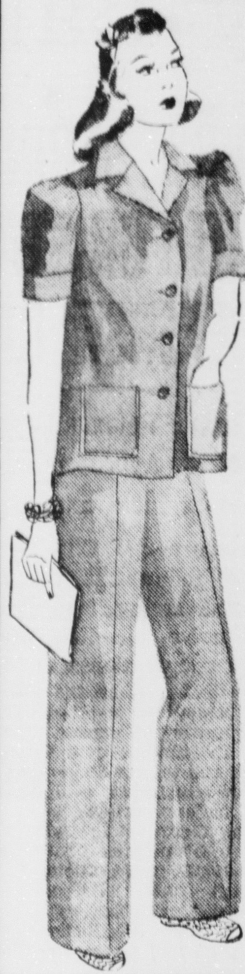
\$2

Dressmaker Bathing SUITS

\$2

Our most figure flattering contribution to your day at the beach or pool. A dressmaker bathing suit with puckerette bra. Assorted prints on light or dark grounds. Sizes small, medium and large.

—Downstairs at Ayres.



If They're Smart Shoes They're

"CORLISS"

and Only

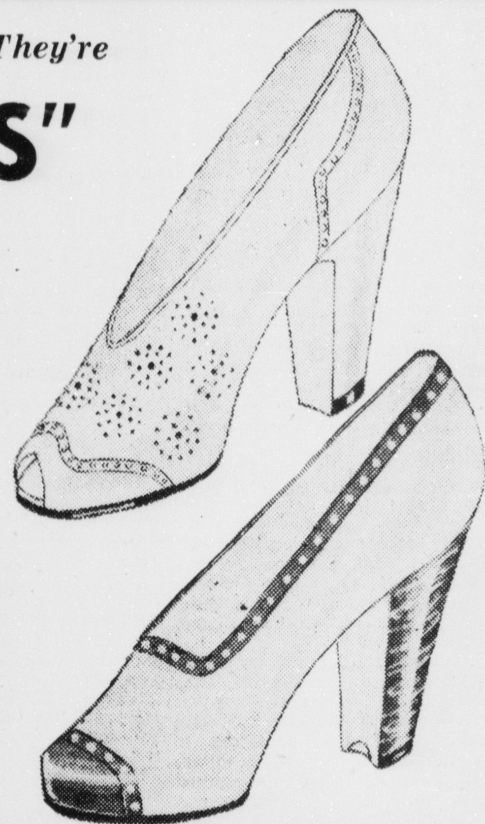
\$3.00

• Sizes 4½ to 9

• Widths AAA to B

Your most flattering Summer costume will take on a new note when you accent it with the charm and grace of "Corliss" footwear. We show the two most popular styles: above an elasticized Summer suede, open toe and V throat. Below: a spectator pump with wall last, white Summer suede with brown trim.

—Downstairs at Ayres.



A Boon to Summer Comfort!

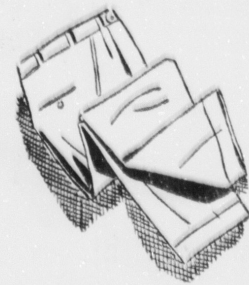
Men's Cool Sanforized SLACK SUITS

\$1.69

• Sanforized
• Tubfast
• Pleated Fronts

• Matching Belts
• Drop Loop Waist
• Full Cut Slacks

Every man will enjoy the cool comfort of the porous weave hopsacking slack suits. They're ideal for golf, fishing, motoring and just complete relaxation. In-outer shirts, pleated, high-waisted slacks with belt to match. Colors come in Teal, Sand and Blue. Small, medium and large sizes.



Men's WASH PANTS
88c

Dress or work pants in very good patterns of stripes, checks and overalls. Buy several pairs at this low July bargain price. Sizes 29 to 42. Other Wash Pants, \$1.19 and \$2.



Sleeping Comfort You've Dreamed About!

"HIRSCHMAN"

Innerspring MATTRESS

\$11.95

A mattress that is making many new friends... and they're all people that like a mattress with comfort, that is sturdily constructed to give longer wear. Heavy Hotel style with hundreds of coil springs, insulated with genuine Sisal. Complete with hand holds, ventilators and famous A. C. A. ticking. Full or twin size.

—Downstairs at Ayres.

Double Deck Steel COIL SPRINGS

Double deck steel coil springs built for long service and lots of comfort. They come in full or twin size.

\$7.95

Jenny Lind or 4 Poster Full or Twin BEDS

An attractive Jenny Lind or 4-poster bed finished in walnut or maple. They come in twin or full size.

\$7.95

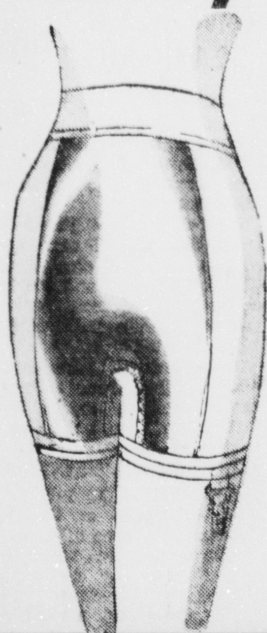


Lastex Panty GIRDLES by "KABO"

\$2.00

You get new freedom when you wear this newly designed lastex panty girdle by Kabo. Two-inch non-roll top band, freedom giving lastex inserts and four detachable hose supporters. Get your summer comfort at once. Sizes small, medium and large.

—Downstairs at Ayres.



Permanent Finish

The Season's Most Popular

PANEL CURTAINS

51, 63, 68, 72 and 78-Inch Lengths at—

50c EA.

81-In. and 90-In., 59c Ea.

A "Boon" to housewives! Now, you can choose your correct size in the permanent finish Marquise Panel Curtains in Ivory, the MOST popular and desired shade in curtains today! All 44 inches wide! All lengths from 54 inches to 78 inches! All have head-tops—ready-to-hang—1-inch side hems and 3-inch bottom hems!

—Downstairs at Ayres.

