

# 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*  
*most exciting Summer Rayon  
Sharkskins fashions that you've seen. Spun  
Styles galore for every Rayon  
taste. Details that make French  
Prints, dots, stripes, just  
everything to make your  
Summer complete.*

*Downstairs at Ayres.*

*Rayon  
Bembergs  
Cottons*



**SIZES**  
9 to 17  
12 to 20  
38 to 52

*A Boon to Summer Comfort!*

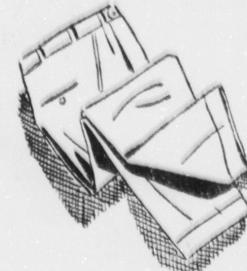
## Men's Cool Sanforized SLACK SUITS

**\$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 hosiaking slack suits. They're ideal for golf,  
fishing, motoring and just complete relaxation.  
In-or-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, patterned, striped  
stocks or overalls. Buy  
several pair at this low July  
bargain price. Sizes 29 to 42.  
Other Wash Pants,  
\$1.49 and \$2.*



*Sleeping Comfort You've Dreamed About!*

## “HERSCHMAN” 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. Com-  
plete with hand holds, ventilators and  
famous A. C. A. ticking. Full or twin size.  
—Downstairs at Ayres.*



### Double Deck Steel COIL SPRINGS

**\$7.95**

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

### Jenny Lind or 4 Poster Full or Twin BEDS

**\$7.95**

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

**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 8 1/2 to 10 1/2. Smart new hosiery colors.*

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

*—Downstairs at Ayres.*

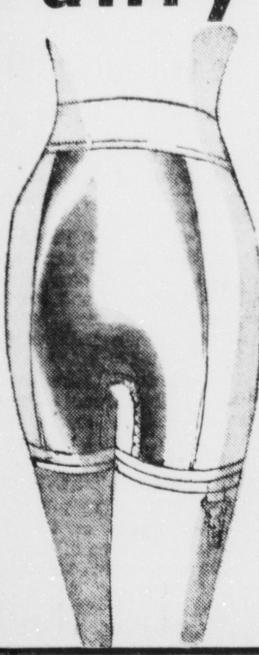
## Women's Gay Printed Batiste GOWNS **\$1.00**



*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 bed-  
rooms by stocking up with  
these adorable and cool bat-  
iste gowns. Sizes 34 to 48.*

*—Downstairs at Ayres.*

## 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.*

**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 clos-  
ing. Button front patch pocket  
shirt. Colors in Rose and Blue.*

## Play Suits

**\$2**

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

## Dressmaker Bathing SUITS

**\$2**

*Our most figure flatter-  
ting 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 4 1/2 to 9
- Widths AAA to B

*Your most flattering Summer cost-  
ume 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.*

## “Jumbo” SHEETS

**79c Each**

*81x108 In. 72x108 In. 63x108 In.  
Extra long sheets assuring you of plenty of extra  
foot-room. Plenty of room to tuck under the ends  
of the mattress. Seconds of our famous "Truth"  
sheets that are famous for their long wear. Stock  
up on these outstanding sheets tomorrow and  
save! Full 3 yards long.*

*Pillowcases, 42x36-In. (Seconds) 18c Ea.  
—Downstairs at Ayres.*



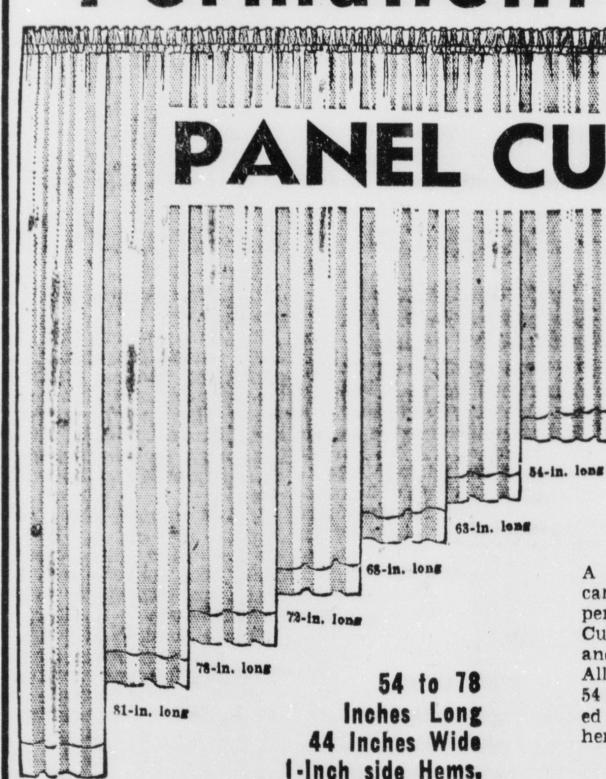
## Permanent Finish

*The Season's Most Popular*

## PANEL CURTAINS

*54, 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-  
ed tops—ready-to-hang—1-inch side  
hems and 3-inch bottom hem!*

*—Downstairs at Ayres.*