

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

REGISTERED



POLKADOTS With a Soft, Cool Look!

\$5.00

Polka dots with a lovely, unruffled look, even on the hottest day! Just three of our many dresses that adapt themselves charmingly to any occasion and serve you prettily, proudly and with the greatest distinction, from summer's beginning to summer's end. In your favorite spun rayons. Luggage, blue, green in the group.

SIZES 12 to 20 and 38 to 44!



Enjoy Summer Comfort In WHITE

CORLISS
TARSAL ARCH SHOES

\$3.50
PAIR

Good fitting shoes can make such a difference in your comfort during hot summer days! Corliss Tarsal Arch Shoes are designed with built-in steel arch and a comfortable metatarsal arch . . . and are offered in cool white kid oxfords, nurses' oxfords and Gypsy ties. Low and medium heels. Sizes 4 1/2 to 10—AAAA to D.

Shoe Department, Downstairs at AYRES



Tiny Hats At a TINY PRICE

\$1.25

On everybody's head this summer . . . little hats . . . topping your curls, riding your pompadour! Choose from a large new assortment of tiny hats at a tiny price . . . in a variety of pert and pretty styles . . . and fashioned of starched eyelet cottons, rayon fabric turbans, spun rayons, felt beanies and calots. White and colors.

—Millinery Department, Downstairs at AYRES.

Boys' Polo Shirts

\$1.00

Spic, span and brightly striped cotton basque T-shirts in fine Fruit of the Loom, Rob Roy and Beach Comber quality. They're cool, light weight and in washable fast colors. Sizes 8, 10, 12, 14 and 18.

—Cranbrook, Jr.

Sports Shirts

Smart, dressy Cranbrook shirts, perfect fitting, neatly tailored and fully cut. Choice of checked or striped patterns in combinations of blue, tan and green. Sizes 8 to 18. —Downstairs at AYRES

TOTS' Cotton Crepe PAJAMAS

\$1.19

There'll be cool sleeping for little tots in these cotton crepe pajamas! Choose solid pastel colors or flower prints. Button-on style with two pants, sizes 1 to 3. Neatly tailored one-piece style, with self-help elastic back, sizes 2 to 8.

—Tots' Department, Downstairs at AYRES



All Leather Soles Barefoot Sandals

\$1.39

- THEY'RE PERFORATED FOR COOLNESS
- THEY'RE LINED FROM HEEL TO TOE!
- 2-BUCKLE STRAPS FOR EXTRA SUPPORT
- ON WHITE OR BROWN SOFT ELK UPPERS

Sizes 5 1/2 to 8 . . . for boys and girls. All low priced at just \$1.39.

—Downstairs at AYRES

ADVANCE SELLING!

BUDGET-PRICED

FUR COATS

• SABLE-DYED CONEY

\$48.95

(Tax Included)

Rich-looking silken-soft sable dyed coney . . . fur with an expensive appearance . . . a smooth, smart styling . . . a luxurious air . . . BUT . . . budget-priced in accordance with Ayres Downstairs Store's low price policy! Come in and try one on. Note how flattering the yoke back, the snug fitting, collarless neckline. And just see how easily the large armholes, the wide sleeves slip on over suits! Buy one now . . . while our stocks are fresh and you can make the best selection . . . and, use our Budget or Layaway Plans. Just ask your salesperson for details.

Fur Coat Department, Downstairs at AYRES



OTHER FUR COATS:

Nova Split (Seal Dyed, Sable Dyed, Beaver Dyed Coney), \$87.95*

Natural Gray Kidskin Paws, \$82.50*

Black Caracul Paws, \$82.50*

Fine Muskrat, \$192.50*

* Tax included.

FRUIT of the LOOM Designs for Kitchen Commandos!

\$2.00



SIZES 16 to 44!

We sketch just one of a sparkling collection of Fruit of the Loom dresses. Coat style cotton, neatly striped, with a button fly front, two perky pockets. You'll love it and live in it all summer long. Choice of brown, red or green stripes on white grounds. Sizes 16 to 44.

Daytime Dress Department, Downstairs at AYRES.

SALE! SECONDS of Full-Fashioned Rayon Stockings

The More You BUY . . . The More You SAVE

1 Pair—50c | 2 Pairs—90c

4 Pairs—1.75 | 6 Pairs—2.50

We were lucky . . . and so are YOU . . . that we made this HUGE special purchase of beautiful full-fashioned rayon stockings! You can choose either 42 or 45-gauge! They are sheer rayon to the tops, and some have lisle reinforced foot—while the others have a cool rayon foot. These are SECONDS . . . but what LOVELY seconds, with flaws so tiny as to be indiscernible. Made right here in Indianapolis—by one of the world's largest mills! Hurry in tomorrow . . . and remember, the more you buy, the more you save!

—Hosiery Department, Downstairs at AYRES