

to Ayres Downstairs for good Old-Fashioned FRIDAY BARGAIN SALES



*Your Mid-Summer Wardrobe
Isn't Complete Without These
Important Fashions in*

SUMMER DRESSES

\$3.00

- Sunback Styles
- Jacket Dresses
- Prints
- Pastels
- Whites
- Polka Dots
- Candy Stripes
- Sheers
- Crepes
- Bembergs

Women's, Misses' and Junior Sizes

Our Buyer finds that prices on ready-to-wear are going up. Piece goods manufacturers are not making any more summer materials; garment makers ask us more for each group of dresses we buy. Therefore it will be almost impossible for our buyer to duplicate \$3 Dresses like these, in quality, fashion and workmanship.

Beautiful new fashions, for street wear, sports wear, afternoon wear. Just count the fashion points and materials listed above and you'll come a runnin' for the "hottest" summer fashions under a summer sun.

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Wash Goods

5,000 Yards of Summer Wash Goods Reduced to

10^c Yd.

PRINTS

Flock Dot Voiles

- Everlins
- Batiste
- Voiles
- Broadcloth
- Percale
- Dimity
- Pique Voile
- Pique
- Linene
- Dress Linen
- Poplin

PLAIN

- Gingham
- Pique
- Seersucker
- Underwear Crepe
- Broadcloth
- Organdy

And

- Broadcloth Shirting
- White Broadcloth

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Curtains

"Fish Net"
Glass
Curtains

79^c

Summer's Most Popular Glass Curtain

Glass Curtains are recommended highly by all the foremost interior decorators of Indianapolis and New York. This low price will probably never be repeated because as soon as our present supply runs out we will have to reorder at a much higher price. These curtains are of expert workmanship and the materials in them are of high quality. So buy now, prices are on the Up! Up! Up!

Choice of 2 1/4 or 2 1/2 Length

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Friday Bargain Day Brings You These Fashions in

Summer Hats

At 49^c

Cotton Piques Colors
Boucle Sport Hats
Linene Sizes for
Duck Women and Misses
More than 1/2 are Whites.

Friday Bargain Day brings women a popular price on these summer hat fashions. It's your opportunity to save money before the prices rise, and you are aware of the fact that prices are on the Up! Up! Up!

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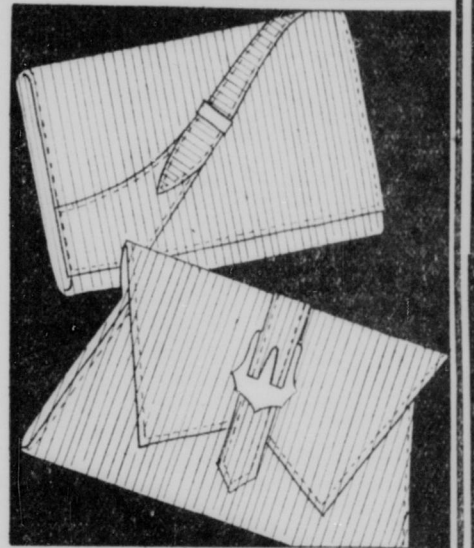
New Arrivals in Your Favorite

White Bags

50^c

Straight from the maker of very fine handbags come these gorgeous new ones—in the fashion of the hour WHITE—Bought before the price had increased. In simulated leathers, including plenty of pig grain and white pique effects.

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Just 150 Women Will Get a Bargain Tomorrow on These Discontinued Styles of

American Girl SILHOU-WELT SHOES

\$2.95

Your Choice If You Wear a Shoe in This Size Range

SIZES	3	3 1/2	4	4 1/2	5	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10
AAAA															
AAA						6	7	7	4	3	2	1	1	1	1
AA					8	8	4	1	2	2	2				
A				1	5	7	1	2			2	1	1	2	
B	1	5	7	6	14	3									
C	2	3	3	3	3		1	3	2				1		
D		1			4	1									
E					2	1									

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EVERYTHING A MAN NEEDS... IN

The One-Stop Men's Shop

AYRES DOWNSTAIRS STORE



Hot Weather Comfort at Friday Bargain Prices!

Men's Seersucker Trousers . . . 89^c

Pre-shrunk seersucker that'll take plenty of punishment in the tub. The most popular summer trouser for men.

These Men's Wearables—Bargain Priced Too!

- Fine Knit Shirts . . . 29^c
- Perfect fitting in sizes from 34 to 44. Best quality.
- Fast Color Shorts . . . 29^c
- Sizes 28 to 42.
- Blue Chambray Work Shirts . . . 39^c
- Well made work shirts in sizes from 14 1/2 to 17.
- Golf Clubs . . . 25^c Each
- Golf Bags . . . 25^c Each
- Toyo Imitation Panama Hats . . . 25^c
- Gauntlet Style Elastic Back Gloves—1/2 Price at 12 1/2^c Pair

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Friday Bargain Sales for Children!

For Children

Your Choice for—

29^c

- Wash Dresses
- Boys' Wash Suits
- Walking Dresses
- Play Pajamas
- Knit Sun Suits
- Sun Suits

All fast colors, in prints and broadcloths. Reduced for the July Sales. Broken sizes.

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For Boys

Boys' Khaki Sports Shirts 10^c

All Small Sizes.

Boys' Covert and Khaki Knickers 25^c Each

All Small Sizes.

10^c Rummage Table of Odds and Ends of Boys' Furnishings

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For Girls

Wash Blouses, 19^c

Prints and sheers. Fast colors. Broken sizes.

Alice in Wonderland Aprons, 25^c

Dimity . . . all white. Sizes 2 to 12.

Bathing Suits, 78^c

All wool, sunback, one piece bathing suits. Broken sizes in dark shades.

Wash Dresses, 47^c

Prints and sheers in sizes 7 to 14. Fast colors. Some sleeveless, belt and tie styles.

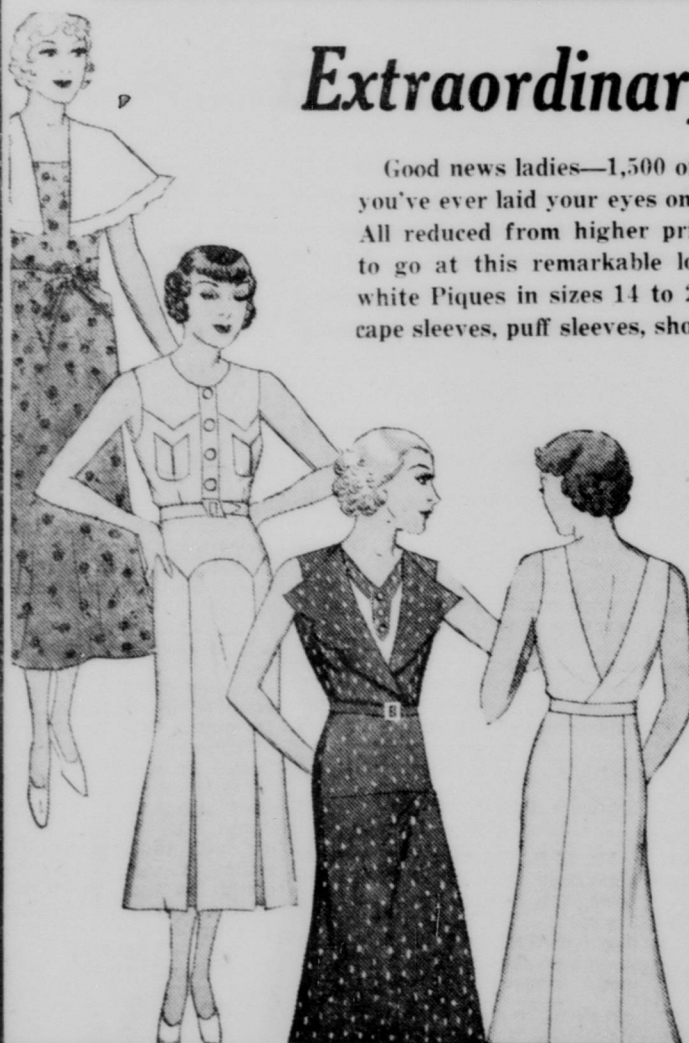
—DOWNSTAIRS AT AYRES.

Extraordinary Sale! Wash Dresses

Good news ladies—1,500 of the best looking wash dresses you've ever laid your eyes on, in an extraordinary July Sale. All reduced from higher priced wash dresses and marked to go at this remarkable low price, just 88^c. Plenty of white Piques in sizes 14 to 20. Sheers, prints and stripes, cape sleeves, puff sleeves, short sleeves and sleeveless styles.

88^c

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Substandards of REAL SILK HOSE

2 Prs. for 80^c

Exquisitely sheer Real Silk Hose are thoroughly protected at every danger point by 10 valiant guardsmen on duty day or night.

1. 100% Silk!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof In-step Point!
5. Triple Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Genuine-Sealed Silk Yarns!
9. Two-Way Run Stop!
10. Positive Heel Guard!

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AYRES ★ DOWNSTAIRS ★ STORE