

# The "BUY WAY" OF INDIANAPOLIS AYRES-A DOWNSTAIRS STORE

Shop for Your Entire Family in this  
Complete Department Store-On-One-Floor!

You Save Money—and Gain Beauty in This

## JULY SALE!

6,000 Pairs—Irregulars of

### RINGLESS Chiffon Hose BARGAIN PRICED

**59c**

2 PAIRS  
\$1.10

Not since our Anniversary Sale last fall . . . has there been a more exciting hosiery event than this JULY SALE of Ringless Chiffon Hose. And not since our Anniversary Sale . . . has there been such a tremendous savings. Because Ringless Hose are so extremely sheer and free from those disgusting rings that mar hosiery beauty . . . women prefer these hose to all others. And to give you long mileage they're protected at the danger points by special features.

- Full-Fashioned
- Dainty Picot Top
- Shadow Welt
- Heel, Sole and Toe fully reinforced with lisle
- In all the smart shades
- Sizes 8½ to 10½

—Downstairs at Ayres.

\* NOTE: After this hosiery sale ad was engraved we discovered that nearly all the hose were reinforced with SILK instead of lisle—a finer bargain than ever!

### Continuing Our Exciting SALE of Factory Damaged Shoes

Also Salesmen's Samples, and a Group of Our Better Shoes Radically Reduced! All Are Summer Styles—Plenty of White!

**\$1.49**  
PAIR

- Pumps
- Ties
- Sandals



Tomorrow's the second big day in our July Sale of Factory damaged shoes. They're wonderful values and you'll find just the style to finish out the summer. Wear to the fair or on your vacation. Mostly ties in the group. Some sandals and growing girls' sandals. Sizes 3 to 9, but not in every style. —Downstairs at Ayres.

The Name—The Quality—The Price  
Indicates a Real Bargain!

Irregulars of Pure Dye

"REAL SILK"

### Silk Slips

**\$1.98**

Some With Panels  
Sizes 34 to 44.



We know that you know Real Silk Slips are the best. We know that women wait for just an event such as this. We warn you the quantity is limited so you'd better be here when the clock strikes nine. Choose from tailored or lace top styles that are cut to fit. Adjustable tops. Tearose or white.

—Downstairs at Ayres.

# AIR-COOLED

(REGISTERED)

Summer Store Hours—9 A. M. to 5 P. M. Daily—  
From 9 A. M. to 1 P. M. on Saturdays!

## JULY JUMBO BARGAIN

No.  
3

A Value So SENSATIONAL  
That We Can Offer It Only  
for ONE DAY—Tomorrow!

### "Russian" Crash

Pure Linen Toweling

After many years we are able to offer this fine quality linen toweling imported from Soviet Russia. It's 18 inches wide and is bleached pure white and has colored borders. This is a substantial savings for just tomorrow only. July Jumbo Bargain Priced!

**16c**

YARD

—Downstairs at Ayres.



For a Swift Passage to the  
"Land of NOD"—Try Our

### Feather Pillows

**79c**

EA.

8-Oz. Printed Art Tick Pillow . . . \$1.00

—Downstairs at Ayres.

### Get Ready to Enjoy Your Vacation in These Cool Summer Frocks

We've still two months of summer ahead of us, so a group of cool summer frocks in every delightful summer color, budget priced to meet your pocket-book, should be of great interest to you. These dresses are the kind you would expect to see bearing a higher price label.

- For Women
- For Misses
- For Juniors
- Plenty of Half-Sizes

**\$3.95**

Sheer Suits  
Cotton Laces  
Celanese  
Sheers  
Crepes  
Prints

Chiffon  
Frocks  
Acetates  
Washables  
Pastels  
Combinations

—Downstairs at Ayres.



Half-Sizes  
print chiffon  
sizes 18½ to 24½

### July Clearance!

### Girls' Better Quality Cotton Frocks

**88c**

Sizes 1 to 3  
and 7 to 16



We've three groups of our better quality cotton wash frocks reduced for clearance. Group No. 1 contains Size 7 to 16 Cinderella sport dresses in plain white pique, printed pique, seersucker, linens, cotton shantung and plaid ginghams. Group No. 2 contains sizes 1 to 3, organdie, swiss, sheer lawns and lace pique. Group No. 3 contains all our Shirley Temple 2-in-1 dresses.

—Downstairs at Ayres.

Boy, Oh, Boy! What a Bargain!

### Boys' Seersucker

### SLACKS

**89c**

Boys washable seersucker slacks in black stripes are bargain priced now. They have wide bottoms and cuffs and pockets. They're full cut. You'll like them because they are so cool and comfortable. Sizes 8 to 18.

Very Special! Boys' Knickers

Boys' linen, covert and suiting knickers with knit grip bottoms and wide legs. Sizes 6 to 16. Very special price.

**79c**

