

HOT VALUES Tomorrow! DOWNSTAIRS at AYRES C.O.O.L. SHOPPING JULY SALES AND CLEARANCES

Tomorrow It Comes! July SALE Brand New



Your Vacation Wardrobe Isn't Complete Without One of These

Play Suits

- Halter Neck
- Plain Tops
- Plaid Tops
- Shorts
- Jumper Style

69c Ea.

An early summer fad has become a midsummer fashion... and no smart young fashionable would think of being without one of these cute play suits in bright, gay, colors. For bicycling, for tennis, for golf, for gay weeks at the lakes, a play suit will answer every daytime need. We've just received these and we price them at a July Bargain Price. Sizes 14 to 20.

—Downstairs at Ayres.

WHITE HATS

50c

- | | | |
|-------------|--------------|------------|
| Piques | Leghorn Tape | Sailors |
| Lacy Straw | Linens | Berets |
| Straw Braid | Cords | Cartwheels |
| Silk Crepe | Brims | Turbans |

It's here tomorrow! A mid-summer sale of new white hat fashions that will set the whole town a buzzing about the sensational values. Choose your vacation hat from 10 different lovely materials and every style that has been a summer success. The cost is so very low that you can afford to buy a new one instead of cleaning your old. All white of course with smart bands of all types to mix perfectly with your vacation or mid-summer costumes.

Better White Hats

- | | | |
|--------------|----------------|------------|
| Linen | Novelty Straws | Berets |
| Silk Crepe | Rough Straws | Cartwheels |
| Waffle Pique | Linen Toys | Bretons |
| Gaberdine | Brims | Sailors |

88c

—Downstairs at Ayres.



The Time Has Come—To Buy That New Pair of Shoes—Smart Women Choose



American Girl White Shoes

Sizes 3 to 9
Widths AAAA to C

\$4.95 Pair



July Sale! Zapon D'Orsays

\$1.00 Pair

- Red
- Black
- Blue

Sizes
4-5-6-7-8

These D'Orsays have hand-turned, hard leather soles, are kid grained. Made of Zapon, a material that looks and feels like leather, but won't crack. A tremendous value... because usually you have to pay much more for D'Orsays of this fine quality.

—Downstairs at Ayres.

Smart Women Are Talking About the Styles, the Low Price, and the Huge Assortments in Our

JULY SALE!

Cotton Frocks

At a Very Sensational Price! **\$1.09** Each

We've just received another new group of wash frocks that are manufacturer's close-outs, salesmen's samples of better quality, higher priced cottons. Every last one of these styles has been a best seller, and the materials are something you can really brag about to your friends. Sport frocks for sun and fun time. Frilly dress-up cottons for most every hour of the day. Sizes for women, larger women and misses.

—Downstairs at Ayres.



We've Every Type of Gown You'll Need to Keep Cool This Summer—Sale Priced!

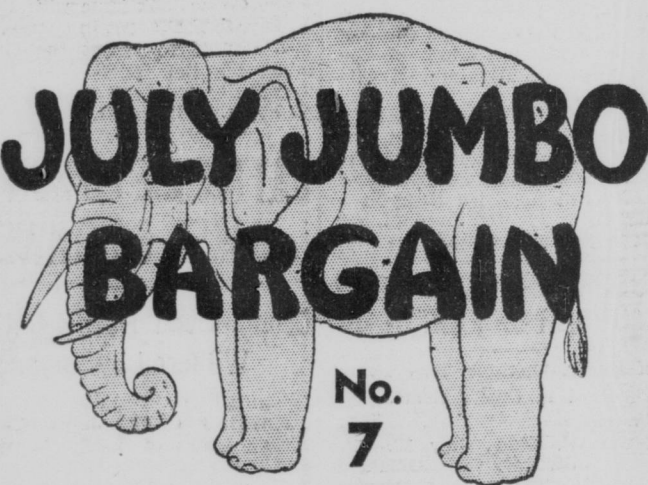
Cotton Gowns

- Cotton Crepe
- Printed Batiste
- Porto Rican
- Philippine (white)

69c Ea.

Your night-ie life won't be complete without a sheer cotton gown... and they're so cool and comfortable that you just can't do without one when you go on your vacation. They come in assorted colors. All are cut full size. Sizes 16 and 17 in the group. Note: that the Philippine gowns are in white only.

—Downstairs at Ayres.



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

Cool, Summer Vacation Dresses \$2.49 Each

For tomorrow only we've taken all our better, higher priced dresses, including a brand new shipment of new summer fashions and reduced for this sale. You'll find washables, jacket types, monotone prints, pastels and combinations of all the cool summer materials and colors. Sizes for women, misses and juniors.

No Phone—No Mail or C. O. D. Orders!

—Downstairs at Ayres.



Save Money—and Gain Beauty in This

JULY SALE!

Ringless Chiffon Hose

- Full-Fashioned
- Dainty Picot Top
- Shadow Welt
- Heel, Sole and Toe, reinforced.
- Smart Shades
- Sizes 8½ to 10½

We've set the whole town to talking about what remarkable values we're offering in this July Sale of Ringless Chiffon Hose. And why shouldn't we... for these are perhaps the best values we've had in a long, long time. Very sheer and extremely clear and free from rings... and protected at points of wear by special features.

(Irregulars)

59c Pair

(Or 2 Pairs for \$1.10)

—Downstairs at Ayres.

Special July Clearance!

Every One of Our Cool, Summer Corsettes and Girdles

This July Clearance includes all our famous makes of better higher priced girdles and corsettes, from Kabo, Vanity and Fashion Hour. The size and style range is broken... however you'll find small, medium and large sizes in each price group ranging from \$1.00 to \$2.80.

20% Off

—Downstairs at Ayres.

A Brand New Group of Lovely New Styles and Materials in

"Cinderella" Wash

Frocks 88c

Sizes:
1 to 3
8 to 16

We've just received a brand new shipment of those lovely "Cinderella" wash frocks that fashionable young Indianapolis have come to adore. Lots of new printed and plain organdies, lovely voiles and sheers in the dressy types. And for the young sport loving miss, we have tennis frocks, sunbacks and sport types in cool washable materials. All fast colors.

—Downstairs at Ayres.

