

HOT VALUES *Tomorrow!* **DOWNSTAIRS at AYRES** **C-O-O-L SHOPPING**

JULY SALES AND CLEARANCES

Tomorrow It Comes! July SALE Brand New



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



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



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 Toyo Bretons
Gaberdine Brims Sailors

88c

—Downstairs at Ayres.



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

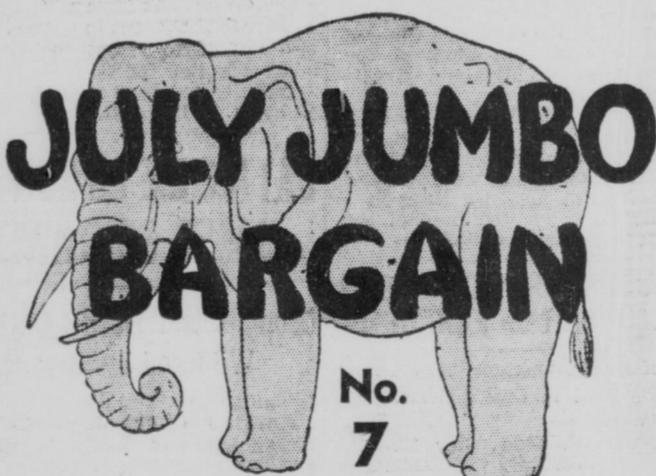
Cotton Gowns

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

69c

Your night-je 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

(Irregulars)

59c Pair

(Or 2 Pairs for \$1.10)

—Downstairs at Ayres.

Special July Clearance!

Every One of Our Cool, Summer Corsettes and Girdles

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.