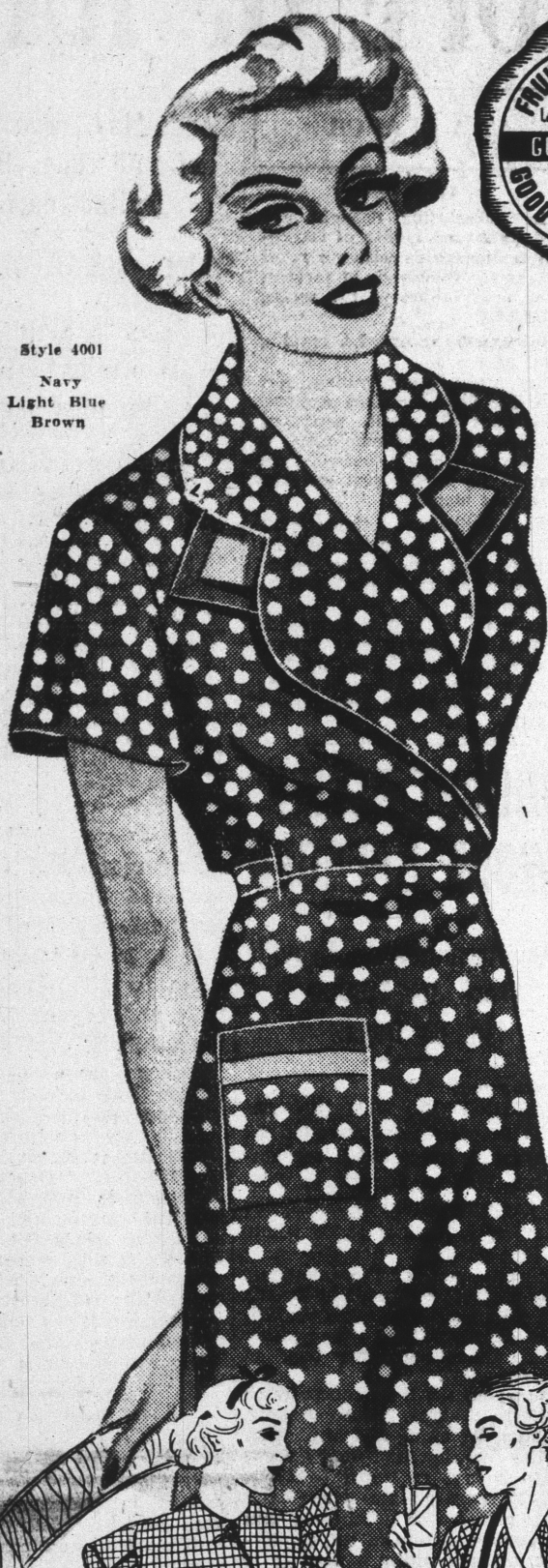


The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

Store Hours From Now Thru
Sept. 4: Daily—9 A. M. to 5
P. M. Saturday—9 A. M. to 1 P. M.

AIR-COOLED

Store Hours From Now Thru
Sept. 4: Daily—9 A. M. to 5
P. M. Saturday—9 A. M. to 1 P. M.



Style 4001
Navy
Light Blue
Brown



Tomorrow at 9:00!

At Last a Hooverette Styled Like a Youthful Cotton Frock... and Made of a Famous Quality Fast Color Fabric!

July Sale! 1500

**"Fruit-of-the-Loom"
Print Hooverettes**

• 6 Youthful Styles!
• Choice of a Great Color and Pattern Assortment!

\$1.09 EACH

Phone Your Orders—Call
RI. 9441!

Mail Order Coupon

Size	Color	Style

Name

Address

At last we've found the perfect utility garment... made of famous "Fruit-of-the-Loom" fabrics... and styled differently! It has all the conveniences of a wrap around yet with new style details never found before in a garment of this type. In fast color prints... 6 different styles... sleeveless and short sleeve types with organdy trims, big buttons, and novelty trims. It is made with a wide lap... so that it's easy to slip on and off without mussing your hair or wasting your time. Small, medium and large sizes.

—Downstairs at Ayres.



Summer Sheers

For Women Who Wear
Sizes 38 to 52 and 16½ to 24½

\$3.98

Cool, correct summer sheers for July, August and September! Above we show a trio of summer sheers, for wear everywhere, every place, this summer! Reading from left to right... a black, sheer chiffon trimmed with white organdy. Size 38. May wine polka dot sheer with organdy collar and cuffs. Size 42. And a navy blue sheer floral print in size 22½.

—Downstairs at Ayres.

To Wear With Dark or Light Summer Costumes!



White Hats

Very Special **\$1.00** EACH

Even the sun would be cool in these frosty white hats in cool crepes. Higher priced hat fashions... in the winning styles... with the smartest trims... to go with your cottons, silks, linens and sheers. Head sizes for women and misses.

Large Brims Casuals Stitched
Small Brims Crepes Crepes
Forward Brims Bretons Felts

—Downstairs at Ayres.

July Sale!

Our Entire Stock
of \$1.00 Washable

White Bags

88c EACH

● Rough Grains ● Linen Grains ● Pouches
● Smooth Grains ● Alligator Grains ● Underarms
● Strich Grains ● Wood Beads ● Handles

Here is great news... for vacationists... for travelers... for every-day shoppers! Our entire stock of \$1.00 white bags has been reduced for the July Sale! Choose from simulated leathers and grains in the most popular styles. All are washable! Buy two... or three... or even 6... one for every costume!

—Downstairs at Ayres.



Right out of the Fiery Whiskers of Old Sol!

JULY SIZZLER

A Value So Hot That We Can Offer It for One Day Only—Thursday!

No. 5

400 Pairs of Children's WHITE SHOES

89c PAIR

White Straps, Gillie Ties and Oxfords! Leather Soles!

Sizzler No. 5 is a "humdinger!" We've 400 pairs of children's higher-priced shoes with solid leather soles and rubber heels... Special for one day only! Sizes 8½ to big 2 in the group. Buy the children several pair... for wear till school begins!

—Downstairs at Ayres.

White Goes Everywhere This Summer--and We Have Over 23 Different Styles to Offer in

American Girl White Shoes

\$4.95 PAIR

White shoes go shopping—white shoes go walking—white shoes go to the office—white shoes go traveling—white shoes go everywhere! American Girl white shoes in over 23 different styles offer you comfort and smartness at a price that's very inexpensive for this quality. In white kid, white calf and white nu-buck.

Low Heels Oxfords Nu-Buck
Medium Heels Ties Perforations
High Heels Monkstraps Stitchings
Pumps Gillies Cut-outs
Straps Calf Also Brown
Wide-Straps Kid and Whites

—Downstairs at Ayres.

