

The "BUY WAY" OF INDIANAPOLIS AYRES A 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

REGISTERED

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

—Downstairs at Ayres.

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.



Style 1154
Green
Orchid
Brown
Red
Blue

Style 4008
Red
Green
Blue
Orchid

Style 4008
Orange
Blue
Turquoise
Navy

Style 4018
Brown
White
Blue
Turquoise

Style 4014
Green
Blue
Orchid
Black



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
at—
\$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
Small Brims
Forward Brims

Casuals
Crepes
Bretons
Felts

—Downstairs at Ayres.

July Sale!
Our Entire Stock
of **\$1.00** Washable
White Bags
88c
EACH

• Rough Grains
• Smooth Grains
• Strich Grains
• Linen Grains
• Alligator Grains
• Wood Beads
• Pouches
• Underarms
• 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 Sales! 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
S-I-Z-Z-L-E-R
No. 5
A Value So Hot That
We Can Offer It for
One Day Only—Thursday!

**400 Pairs of Children's
WHITE SHOES**
89c PAIR

White Straps, Ghillie Ties
and Oxford 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 in a price that's very inexpensive for this quality. In white kid, white calf and white nubuck.

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

—Downstairs at Ayres.

