

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

See Page 19
For More Friday Bargains!

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.

FRIDAY BARGAINS That SAVE You Money!

SAVE ON FRIDAY!

A Sellout the Last Time!

First Quality
Pure Silk
"NEVERMEND"
Stockings
39¢ Pair

The most economical pure silk stocking we know of at this inexpensive price! It's a marvelous 4-thread, seamless chiffon (also service weight) with specially made stretch top and silk plaited heel and toe. In smart, light, summer shades. Sizes 8½ to 10½.

—Downstairs at Ayres.

SAVE ON FRIDAY!

Women's and Misses'

Cool Rayon
Undies
25¢ Each

• Stepins • Briefs
• Panties • Shorties

Right when you're needing these cool rayon undies... we offer a tremendous selection of styles. Choice of briefs, stepins, panties and shorties with plain tailored hems and elastic run at waist. In plain or novelty weaves, cool and washable. Sizes 27 and 29.

—Downstairs at Ayres.

For Boys

Sanforized Shorts 79¢

With belt or elastic tops. Prints in checks, stripes and all-over patterns. Sizes 6 to 16.

Swim Trunks 89¢

All-wool swim trunks. Royal and maroon colors. Sizes 26 to 32.

Wash Suits 59¢

Sleeveless styles in nubs, broadcloths, suitings in plain colors, deep tones and 2-tones. Sizes 5-10.

Sun Suits 59¢

Full sanforized, suspender model. In neat prints. Sizes 4 to 10.

Mesh Polo Shirts 50¢

Cool, washable mesh or tuckstitch weave polo shirts in white, blue, canary colors. Tennis neck or eyelet tie style. All sizes.

For Children

Girls' Play Togs 39¢

Also included in this group are girls' sheer dresses and play shorts. Broken lots, odds and ends. Clearance priced!

Girls' Swim Suits \$1.15

All-wool bathing suits in one or two-piece halter-neck styles. In choice of colors and patterns. Sizes 7 to 16.

Girls' Slacks \$1.00

"Gabertex" washable slacks in navy, brown, with contrasting stripes. Fast color. Sizes 8 to 16.

Infants' Vests 19¢ ea.

Cool, sleeveless, lightweight cotton knit vests.

Training Panties 19¢ ea.

Infants' and toddlers' lightweight cotton knit training panties. Sizes up to 3 years.

"Cannon" Gowns 59¢

Infants' cool, lightweight "Cannon" knit gowns. Absorbent and comfortable.

Summer Furniture

Yacht Chair 89¢

Sturdy hardwood frame with green and orange canvas seat and back. Folds up.

Steamer Chair \$2.39

A new idea in steamer chairs... this has a wood seat and a canvas back. Adjusts to 3 positions.

Wood Seat Chair \$1.39

Wood seat yacht chair with hardwood frame and orange and green canvas back.

Steamer Chair \$1.98

With FOOT REST. Short fold type. Made with heavy hardwood frame with double canvas seat and back.

Wood Lawn Chair \$1.98

All hardwood adjustable lawn chair in natural wood and green finish.

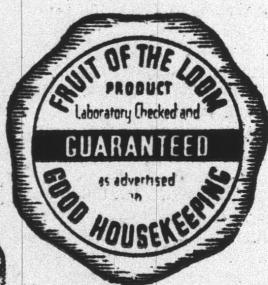
Cool, Black Sheers

Are Fashion News in Paris, New York and Indianapolis--Priced Tomorrow for "Young Indianapolis"!

\$3.98

Black sheers are cool, excitingly new in the fashion world... and at this price they're wonderful style values! The standing figure wears a black chiffon tunic dress with a satin skirt, size 13. The seated figure in the middle wears a cool, black net trimmed with white organdy, size 14. The other is a black chiffon in size 18.

—Downstairs at Ayres.



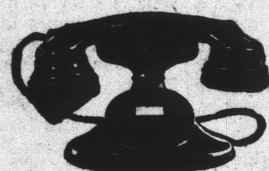
At Last a Hooverette Styled Like a Youthful Cotton Frock... and Made of a Famous Quality Fast Color Fabric!

July SALE!

"Fruit-of-the-Loom"
Print Hooverettes

\$1.09 Each

At last we've found the perfect utility garment... made of famous "Fruit-of-the-Loom" fabrics! 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. Made with a wide lap... so that it's easy to slip on and off. Small, medium and large sizes.



RI-9441

Promptly Filled and Delivered!

—Downstairs at Ayres.

Designed to Fit the Regulation Requirements of Nurses... Dentists' Assistants... Housewives... Professional and Business Women!

Nurses' Oxfords

\$1.99 Pair

Sizes 3½ to 9½

Scientifically Designed for Comfort and Fit!

• Black or white oxfords! • Selected quality leather soles! • High quality selected kid-skins! • Built-in steel shank that supports the arch! • Sturdy rubber heel lifts, that provide an added cushion for easy walking on hard surfaces! • Designed to fit regulation requirements!

—Downstairs at Ayres.



The Best Towel Buy We've Seen in "First" and "Second" Qualities at These Prices!

A Booming Sale of 'CANNON' Towels!

Also Included in This Sale is a Special Purchase From Another Famous Maker!

July Sale! Seconds of

'MARTEX'
and "WEST POINT"

TOWELS

39¢ 59¢

Imperfects and seconds. All white with colored borders. Sizes from 20x40 up to 28x42. If first quality these towels would sell for about twice this price.

Imperfects and seconds of many varieties. Fancy weaves, solid colors in brown, black and blue, with fancy borders. Many different sizes in group.

10¢ Each

18x36-20x40

1200 "Cannon" and Southeastern Mill towels classed as imperfects! Choice of 2 wanted sizes. White with colored borders. In a big selection of various qualities.

15¢ Each

Size 18x36

1200 "Cannon" and Southeastern Mill towels. Heavy double thread towels, including first and "second" qualities. White with colored borders.

25¢ Each

Size 22x44

A huge assortment of "Cannon" and Southeastern Mill towels, both first and "second" qualities. These are fine, heavy towels, fully bleached, soft and absorbent!

... Sale "Cannon" Wash Cloths

12 "Cannon" towels in a package. All pastel colors in a variety of colors. Good, serviceable quality... ideal for your own use as well as gifts.

DOZEN

59¢

"Cannon" heavy quality wash cloths. These are white with beautiful colored borders. Stock up now! If purchased separately... 10¢ each.

DOZEN

89¢

