

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

REGISTERED

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
39c
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 8 1/2 to 10 1/2.

—Downstairs at Ayres.

SAVE ON FRIDAY!

Women's and Misses'
Cool Rayon
Undies
25c
Each

• Stepins
• Panties
• Briefs
• Shorties

Right when you're needing these cool rayon undies... we offer a tremendous selection of styles. Choice of briefs, stepins, panties and shorts 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 79c
With belt or elastic tops. Prints in checks, stripes and all-over patterns. Sizes 6 to 16.

Swim Trunks 89c
All-wool swim trunks. Royal and maroon colors. Sizes 26 to 32.

Wash Suits 59c
Sleeveless styles in nubs, broadcloths, suitings in plain colors, deep tones and 2-tones. Sizes 5-10.

Sun Suits 59c
Full sanforized, suspender model. In neat prints. Sizes 4 to 10.

Mesh Polo Shirts 50c
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 39c
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 stripe. Fast color. Sizes 8 to 16.

Infants' Vests 19c ea.
Cool, sleeveless, lightweight cotton knit vests.

Training Panties 19c ea.
Infants' and toddlers' lightweight cotton knit training panties. Sizes up to 3 years.

"Cannon" Gowns 59c
Infants' cool, lightweight "Cannon" knit gowns. Absorbent and comfortable.

Summer Furniture

Yacht Chair 89c
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.



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
3 1/2 to 9 1/2



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 sur-
faces! • 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!

July Sale! Seconds of

'MARTEX'
and "WEST POINT"
TOWELS

39c 59c

Imperfections and seconds. All white with colored borders. Sizes 18x36, 20x40, 22x44. If first quality these towels would sell for about twice this price.

Imperfections and seconds of many varieties. Fancy weaves, solid colors, with borders, blue and white with fancy borders. Many different sizes as well as gifts.

10c
Each

18x36-20x40

1200 "Cannon" and South-
eastern Mill towels classed
as imperfections! Choice of 2
wanted sizes. White with
colored borders. In a big
selection of various qual-
ties.

15c
Each

Size 18x36

1200 "Cannon" and South-
eastern Mill towels. Heavy
double thread towels, in-
cluding first and "second"
qualities. White with col-
ored borders.

25c
Each

Size 22x44

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

... Sale "Cannon" Wash Cloths

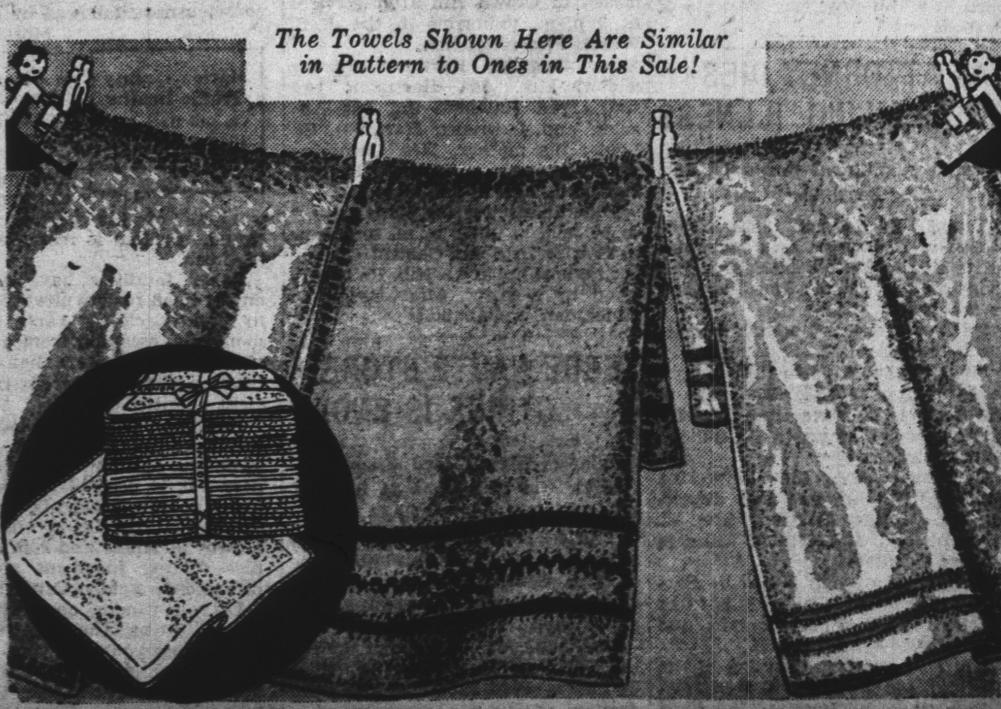
DOZEN

59c

"Cannon" heavy qual-
ity wash cloths. These
are white with beau-
tiful colored borders.
Stock up now! If pur-
chased separately . . .
10c each.

DOZEN

89c



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

The Towels Shown Here Are Similar
in Pattern to Ones in This Sale!