

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

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P. M. Saturday—9 A. M. to 1 P. M.

Tomorrow! Annual July SALE of Those 10★ Guarantee

"Seamprufe" Slips

Choice of a Great Variety of Styles—With or Without
Panel Fronts . . . at the Lowest Price of the Year!

Sale! 1000 "Formflex" DRESSES



With New Formflex
Adjustable Waistline!

NAVY and WHITE and COPEN
and WHITE Polka Dots!

\$1

The smart polka dot dress alone at \$1 is a wonderful value, with its rows of smocking, its fresh white collar. When you add the ADAPTABLE NEW FORMFLEX feature, it's one of the most startling dress values we've been able to offer this season.

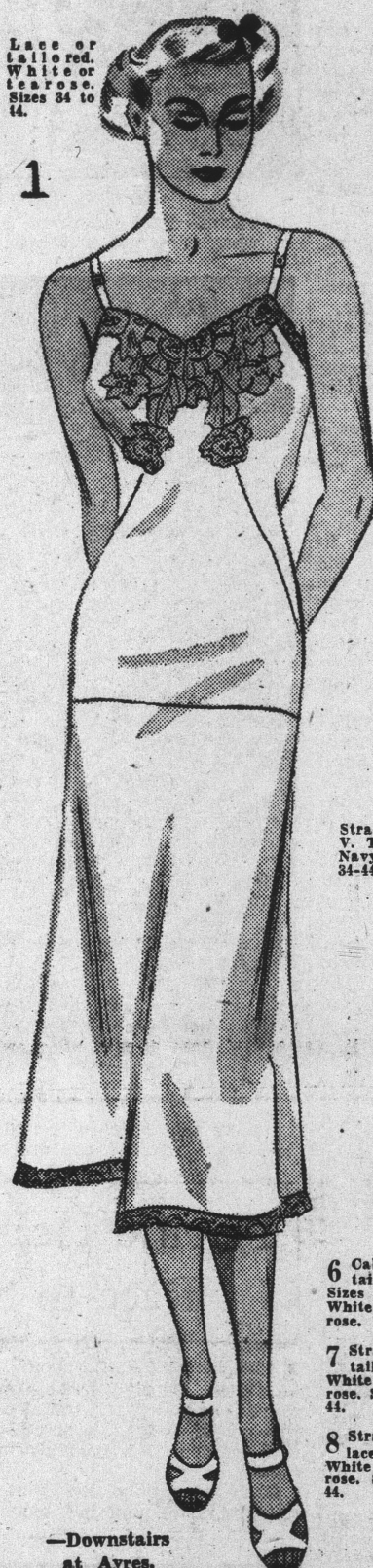
Easy to slip into in a jiffy, just button the lastex waistband, button the 3 side buttons and it's on.



Bend, twist, stretch any way you please, the adjustable lastex waistline molds the dress to your figure in lovely slender lines, insuring perfect freedom of motion. Sizes 14 to 46 in the group.

Mail or Phone
Your Orders—
Call RI. 9441

—Downstairs at Ayres.



\$1.65

Each

Just once a year we break the price of our regular \$1.98 quality "Seamprufe" Slips to this low sale price! They're made of a beautiful all silk crepe, scientifically weighted and tested for long wear! The lace trimmed styles are creations of beauty with gorgeous laces. The tailored styles are beautifully made and smartly cut. In white, tearose and dark shades.

- ★ Adjustable Straps
- ★ Value-Prufe
- ★ Fit-Prufe
- ★ Lace Shift-Prufe
- ★ Style-Prufe
- ★ Seams Bulk-Prufe
- ★ Shrink-Prufe
- ★ Seams Sag-Prufe
- ★ Kling-Prufe
- ★ Seams Rip-Prufe

When Ordering by Phone
(RI. 9441)—or Mail. Ask for
Seamprufe Slips by Number!

3. Straight or Calif.
V. Tailored style.
Navy, black. Sizes
34-44.



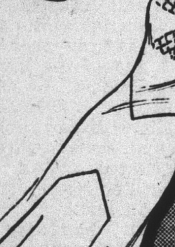
4. Lace
trimmed,
straight
top. White
or tearose.
Size 34 to
44.



5. Lace
trimmed,
Calif. V. style.
White or
tearose.
Size 34 to
44.



6. Calif. top,
tailored style.
White or tearose.
Size 34 to 44.



7. Straight top,
tailored style.
White or tearose.
Size 34 to 44.



8. Straight top,
lace trimmed.
White or tearose.
Size 34 to 44.



—Downstairs
at Ayres.

MEN! A Whale of a July

Sale! 2000 Sanforized

(600 Pairs With Belts to Match)

Wash Slacks

Not \$2.50! Not \$1.95!

All You Pay Is This
Low SALE PRICE—

\$1.66

PAIR

1000 Pair With Pleated Fronts
and Extension Waistbands!

400 Pair With Plain Fronts and
Extension Waistbands!

- Woven Stripes!
- Solid Whites!
- Brown Doeskins!
- Pastel Doeskins!
- White Doeskins!
- Blue Doeskins!
- Grey Woven Cords!
- White Woven Cords!
- Pastel Woven Cords!
- Tan Woven Cords!
- Sanforized-Shrunk!
- Sizes 29 to 44!

Tomorrow—we're all set for the greatest wash slack sale we've had for a "month of Sundays"! We purchased 2000 pairs to clean up a manufacturer's summer stock . . . and we bought them at sacrifice prices . . . unusually so, considering the fact that wash slacks are selling like hot cakes . . . and are in great demand the country over! As is our custom we pass the savings along to you . . . in a whale of a July Sale!

—Downstairs at Ayres.



Right out of the Fiery
Whiskers of Old Sol!

JULY
S-A-Z-Z-L-E-R

No. 8

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

Boys' Sanforized SLACKS

Regularly \$1.19 a Pair

88c

Pair

A very good quality sanforized-shrunk wash slacks in smart stripes, checks and plaids . . . the 3 most popular styles. These are cool, easy to launder, and will not shrink when tubbed! Made with full cut trousers and take-up straps on the side. Sizes 8 to 18.

—Downstairs at Ayres.