

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

AIR-COOLED

See Page 19 for
More Downstairs Store News!

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

Annual July Sale!

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

"Seamprufe" Slips

\$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 beau-
tifully made and smartly cut. In white, tearose
and dark shades in sizes 34 to 44 inclusive!

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

Mail and Phone
Orders Promptly Filled
—Call RI. 9441!

—Downstairs at Ayres.



A Value So Hot
That We Can Of-
fer It for One Day
Only — Friday!

First Quality
**Rayon
HOSE**
22c PAIR

- Ringless Construction!
- Uniform Dull Finish!
- Reinforced Foot!
- "Stretch-ee" Top!
- Sizes 8 1/2 to 10 1/2!
- Wanted Colors!

That's the story in 8 short lines...
we might add that for an all-
around general and practical stock-
ing for daytime wear... these are
the hose you'll buy lots of! The
color—white, toasty, burntude,
pago and misty.

—Downstairs at Ayres.

For July, August and September Days
You'll Need White Shoe Fashions...
We've a Complete Selection in

"199 Special"
White Shoes
\$1.99 PAIR

For the next 3 months here
are your white shoe fashions...
and at a most inexpensive
price! Choose from around
25 styles... in white buck,
calf or smooth leathers.
Styles for street, for sports,
for dress! Pumps, straps,
oxfords, sandals, ties. Sizes
3 1/2 to 8, widths AA to C.

—Downstairs at Ayres.



Whites!
Pastels!
Prints!
Sizes for
Everyone!
14-20—38-44!

July Sale! Polka Dot

"Formflex" Dresses

With the New Formflex
Adjustable Waistline!

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 start-
ling 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 but-
tons and it's on. In navy and white
and copen and white polka dots.
Sizes 14 to 46 in group.

\$1.00
EACH

Mail or Phone
Your Orders—Call RI. 9441!

Bend, twist, stretch any way you
please, the adjustable lastex waist-
line molds the dress to your figure
in lovely slender lines, insuring per-
fect freedom of motion.

—Downstairs at Ayres.



Special Selling!
Higher Priced
White Hats
Now—
\$1.00

We've taken a higher priced group
of frosty white crepe and felt sum-
mer hats and marked them at this
popular low price! Choice of brims,
forward brims, bretons, small brims,
large brims and casuals. Headsize
22 and 23.

—Downstairs at Ayres.

JULY SALE!

Cool, Washable, Acetate★
Crepe Dresses
\$2.00 EACH

Tomorrow, we offer a dazzling array of smart,
washable acetate dresses... coolly styled for sum-
mer days and... for street... for afternoon... for
office... for lake and vacation wear! Choose from
several different styles in ice-cool white, pastel col-
ors and prints. Sizes for women and misses... 14
to 20 and 38 to 44. Get one, two or three for the
rest of the summer! Arranged on tables near our
Washington Street Stairway.

★ Made of Rex Acetate, Containing
Celanese Yarn!

—Downstairs at Ayres.



Again We Repeat This Booming SALE of

"CANNON" Towels

The Best Values We've Offered at These Prices!
Included—is a Special Group From Another
Famous Mill! "First" and "Second" Qualities!

10c EACH
18x36—20x40

15c EACH
Size 18x36

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

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

Size 22x44 Inches
A huge assortment of "Cannon" and Southeastern Mill
towels, both first and "second" qualities. These are fine,
heavy towels, fully bleached, soft and absorbent!

25c EACH

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

89c EACH

—Downstairs at Ayres.



Tomorrow! "Red-Hot" Home Furnishing Values—
Offering You Tremendous Savings!

JULY SALE!

Oriental Reproductions

9x12
Size **\$25.95**

- Serged Sides! Fringed Ends! Colors—Thru-to-Back!
- Chinese Patterns! • Colors—Rose, Rust, Green!

A limited quantity of these fine oriental reproductions in perfect quality...
and at a dramatic saving! Choose the rug you've wanted for a long,
long time in beautiful Chinese patterns in rose, rust and green colors.

Available on Ayres' Exclusive

"A Few Pennies a Day Plan"

NO DOWN
PAYMENT

6c
A DAY

(Copyright in 1936 by
L. S. Ayres & Co.)

This is the easy, new way to own
that beautiful new rug you've al-
ways wanted. No down pay-
ment, and only 6c a day buys
this rug at this sale price. The
6c a day includes a small carry-
ing charge.

—Downstairs at Ayres.



Seamless Lustre
Type Rugs
\$18.95 9x12

A very inexpensive quality
rug, seamless, lustre type. It
can be selected in Persian pat-
terns in red, rose and rust
colors. Limited quantity.

9x12 Seamless
Wilton Rug
\$39.50

Heavy, serviceable jacquard
rugs that will give you years
of wear. 9x12. Choice of
colors. Ayres' Exclusive "A
Few Pennies a Day Plan" is avail-
able. Only 10c a day!