

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

See Page 19 for
More Downstairs Store News!

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.

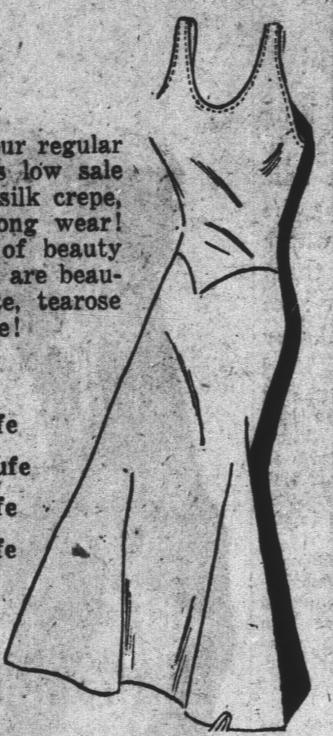
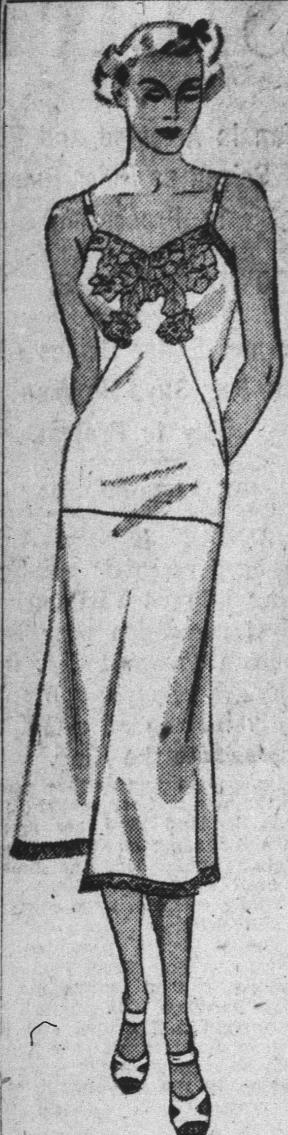
*(REGISTERED)

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 beautifully made and smartly cut. In white, tawny and dark shades in sizes 34 to 44 inclusive!

- ★ Adjustable Straps
- ★ Value-Prufe
- ★ Fit-Prufe
- ★ Style-Prufe
- ★ Shrink-Prufe
- ★ Kling-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.

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 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. In navy and white and open and white polka dots. Sizes 14 to 46 in group.

Mail or Phone
Your Orders—Call RI. 9441!

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.

—Downstairs at Ayres.

\$1.00
EACH



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 stocking for daytime wear... these are the hose you'll buy lots of! The colors—white, tawny, burnt nude, page 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

—Downstairs at Ayres.



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



JULY SALE!

Cool, Washable, Acetate★

Crepe Dresses

\$2.00
EACH

Tomorrow, we offer a dazzling array of smart, washable acetate dresses... coolly styled for summer days and... for street... for afternoon... for office... for lake and vacation wear! Choose from several different styles in ice-cool white, pastel colors 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-
perfections! Choice of 2 wanted
sizes. White with colored
borders. In a big selection of
various qualities.

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

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

—Downstairs at Ayres.

89c
EACH

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

—Downstairs at Ayres.

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

JULY SALE!

Oriental Reproductions

\$25.95
9x12
Size

- 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

"Few Pennies a Day Plan"

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

This is the easy, new way to own that beautiful new rug you've always wanted. No down payment, and only to a day buy this rug at this sale price. The day a day includes a small carrying charge.

—Downstairs at Ayres.

Seamless Lustre
Type Rugs

\$18.95
9x12

A very inexpensive jacquard
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 "Few
Pennies a Day Plan" available.
Only 10c a day!