

Special for E. O. M.!

Men's Wash Suits (Sanforized) 1/2 Price

These suits are all sanforized. Choice of linen, nubs and seersuckers. Broken sizes and lots as well as broken patterns.

\$5.00 Wash Suits Now \$2.50
\$4.00 Wash Suits Now \$2.00

Men's Seersucker Pants . . . 75c
Striped seersuckers for work or dress. Sizes 28 to 52 waists. Mill shrink.

—Downstairs at Ayres.

Seconds! Knee-High Hose

29c PAIR

Full-fashioned knee-length hose classed as seconds. Pure silk construction. In smart light shades. Sizes 8 1/2 to 10 1/2 in the group.

Pure Silk Hose . . . 25c pr.
Irregulars of women's pure silk hose in seamless construction. Sizes 9 to 10 1/2 in the group.

Women's Rayon Undies, Each 25c

Plain or novelty weave rayon stepins, panties, briefs, bloomers or vests. Elastic run at waist. Tailored band finish at knee. Sizes 27 to 29. Classed as seconds.

Women's Rayon Gowns . . . 50c
V or round neck styles. Tailored or lace trimmed. Sizes 16-17. Classed as seconds.

Women's Cotton Vests . . . 19c
Cotton knit vests with built up shoulders and drawstrings. Sizes 36 to 44.

Women's Union Suits . . . 3 for \$1.00
First quality cotton knit union suits with built up shoulders, band finish. Sizes 36 to 44. Tight or shell knee.

White Muslin Slips . . . 3 for \$1.00
Straight bodice top with narrow hems. White only.

Embroidered Eyelet Dresses

\$1.19

Sizes 14 to 40 in the group. Choice of 10 youthful styles in lovely colors, rust, white, maize, navy, green, blue, pink, brown and May wine.

All-Wool Swim Suits . . . \$1.98
Regular \$2.68 and \$2.98 suits reduced for E. O. M. Sizes 32 to 42 in the group.

Cotton Linene Dresses . . . 39c
White cotton linene wash dresses. Broken sizes and styles. Limited quantity.

Sports Slacks . . . 89c
Navy and brown sports slacks in sizes 14 to 20. Full cut trousers, smartly fashioned.

Overalls . . . 89c
Maize, blue, rust overalls. Well made, styled for the lakes, beach and home wear. Sizes 14 to 20.

Cotton Culottes . . . 89c
Sanforized cotton culottes in blue, white and maize. Also a few irregulars in navy and brown.

Jodhpurs and Breeches . \$1.49 and \$1.98
Higher priced styles, greatly reduced for E. O. M. Black, tan, green, brown. Sizes 24 to 34 in group.

Women's Summer Dresses . . . \$1.00
Limit of 2 to a customer! Travel prints, cotton laces, prints, pastels, whites and some dark shades. Sizes 14 to 20. Specially purchased for E. O. M. While 300 last.

Ready-to-Wear Clearance!

(Subject to Prior Sale)

350 Dresses reduced to	\$1.69
300 Dresses reduced to	\$2.69
529 Dresses reduced to	\$3.59
30 Dresses reduced to	\$4.98
20 Dresses reduced to	\$5.98
3 Formal Wraps reduced to	\$1.98

Clearance! Summer Hats

50c

Higher-priced summer hat fashions in WHITE. Various smart styles for wear now, on your vacation and into the fall season. Greatly reduced for clearance!

Clearance! Children's Wear

Infants' Quilted Pads	17c
Tots' and Girls' Slips	17c
Handmade Gertrudes, Gowns, Kimonos	17c
Infants' Handmade Dresses	39c
Tots' Playtogs	29c
Boys' Wash Suits	39c
Tots' Play Togs	39c
Shirley Temple Bathing Suits	\$1.49
Tots' and Girls' Fall Coats	\$2.00
Girls' Slacks or Shorts	44c
Girls' Plaid Skirts	44c
Girls' Summer Hats	39c and 59c



Friday Is the Last Day!

Just 8 more value-packed shopping hours in Ayres' July E. O. M. Sale! You'll find exciting values in every department in the Downstairs Store. . . . Broken lots, odds and ends of summer wearables, manufacturers' close-out stocks and special purchases . . . every item drastically reduced for E. O. M.! Please, No Mail or Phone Orders! No C. O. D. or Layaways! Doors open promptly at 9 A. M.!

We Bought—at Drastic Reductions

Some of the Close-Out Summer Stock From a Well-Known Indianapolis Dress Distributor!

Summer Dresses

In 5 Money-Saving Groups!



Values
Originally
Up to
\$3.98

\$1.98
EACH

42 Frille
Boucle Knits
Values Originally Pp to \$9.75

\$2.98

Frille boucle 2-piece knit dresses in a smart assortment of blue, rust, rose, green and coral colors. Check carefully this size line-up. 3 size 14, 8 size 16, 14 size 18, 6 size 20, 3 size 40, 3 size 42, 1 size 44, 3 size 46.

36 Frille Bouche
2-Pc. Knits
Values Originally Up to \$9.95

\$3.98

Frille boucle 2-piece knits in lovely quality styles. Green, blue, rose, rust and tweed mixtures. Check this size line-up carefully. 4 size 14, 7 size 16, 7 size 18, 4 size 40, 6 size 42, 5 size 44, 2 size 46.

300 Higher Priced Cotton Dresses

Values
Originally
Sell Up
to \$2.98
\$1.39
EACH
Close-Out
Stock!

Styles for Sports, for Dress, for
Home, for Office, for Vacation!

These are better type cotton frocks, styles that usually sell up to \$2.98 each. Cotton dresses you'll want for wear now, for your vacation, for traveling, for office and for home wear. Choice of all linen crashes, black with white trim linenes, dotted dimities and flock dot voiles. Sizes 14 to 20 and 38 to 54, and some half sizes.

—Downstairs at Ayres.

Special for E. O. M.!

Clearance of Summer

Wash Cottons

10c YARD

These are all remnants of higher priced summer cottons . . . and they come in usable lengths. Mostly every summer fabric from Percale to Dress Linen. We advise early shopping for the best selection of fabrics and colors.

—Downstairs at Ayres.

Men's Summer TIES

4 for \$1.00

A special group of ties, values originally up to 55c. Around 400 ties in this group, and most of them are of resilient construction. Some silks and other weaves. Big selection of smart patterns and colors.

Men's Summer Ties 8 for \$1.00
Around 200 ties in this group of hand-tailored construction. Smart colorings and patterns.

Clearance! Straw Hats 50c
Mostly small sizes in men's sennit, sailors. Less than half of the regular selling price.

Men's Tropical Worsted Suits \$8.95
Broken sizes and styles greatly reduced from a higher price line. Well made of quality summer worsted fabrics.

Men's 3-Pc. Suits \$10.00
Serviceable year around suits. Broken sizes, colors and styles. Reduced from higher priced stock.

Men's Flannel Slacks \$3.98
White sports or small check flannel slacks for wear with plain or contrasting jackets. Broken size range.

Men's Cowhide Luggage Reduced!
Choose from either 24-inch cowhide leather gladstone, at \$4.88 or 20-in. zipper cowhide bags at \$2.88.

Clearance! Boys' Wear

Boys' Sleeveless Sweaters	50c
Boys' Wash Top Rugby Suits	88c
Wash Top Suits	88c
Boys' Sports Shirts	2 for \$1.00
Boys' Wash Slacks	2 for \$1.00
Boys' Sanforized Shorts	59c
Broadcloth Sports Blouses with Tie	59c

Summer Furniture Drastically Reduced

Metal Chairs \$2.50 and \$3.50
Greatly reduced! Large size metal chairs for porch, sun porch and lawn.

Full Size Glider \$7.95
Regular \$10.95 full size glider. Limited quantity. With a striped canvas back and seat.

Summer Chairs 25c, 50c, 75c
Broken and damaged chairs greatly reduced for clearance.

Curtain Materials

10c YARD

Accumulation from our own stock of materials selling for much higher prices. Big assortment of weaves including lace nets. Short lengths.

Drapery Yard Goods 19c yd.
Remnants and odd bolts. Includes damask, cretonnes, slip cover fabrics, monk's cloth and jasper.

Down-filled Comforters \$6.95
Size 72x94. Green or rose painted design covers. Light in weight.

Scotch Plaid Blankets 74c
Size 70x80-inch blankets in highly colored plaids.

Special for E. O. M.

Carpet Samples At Great Savings!

69c-\$1.29-\$1.98

Wiltons—Axminsters and Velvets!
Sizes, 18x36, 27x36 and 27x54!

A special purchase early this month brings you these fine quality carpet samples at exactly 1/2 price! 1500 samples in Wiltons, Axminsters, Velvets. Choice of 8 sizes in each price group as well as the 3 materials. These are marvelous values . . . and you'll want to take advantage of the savings offered! Every type, pattern and color represented in the group. Subject to prior selling!



Close-Out Sale!

200 Summer Dresses

From the Close-Out Stock of a
Well-Known Indianapolis Maker!

Originally
\$5.98 and
\$7.98

\$3.00
EACH

A famous quality dress you'll recognize as soon as you see the label. Choose from long or short sleeve styles in blazer crepes, plain crepes, prints, acetates and shantung. Sizes for women and misses, 14 to 20 and 38 to 52 in the group. Every dress made to sell for a much higher price.

—Downstairs at Ayres.

These are better type cotton frocks, styles that usually sell up to \$2.98 each. Cotton dresses you'll want for wear now, for your vacation, for traveling, for office and for home wear.

Choice of all linen crashes, black with white trim linenes, dotted dimities and flock dot voiles. Sizes 14 to 20 and 38 to 54, and some half sizes.

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE