

Air-Cooled

SUMMER STORE HOURS:
Daily 9:30 to 5:00—Saturday 9:30 to 1:00

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

★ (REGISTERED) ★



Right out of the Fiery Whiskers of Old Sol!

JULY S-I-Z-Z-L-E-R

A Value So Hot We No. 3 Can Offer It for One Day Only!

Thursday Only!

Brand New White Bags

44^c EACH



Tomorrow only—a grand opportunity to buy several white bags for the rest of the summer season. Simulated rough grain leathers in your favorite style. Pouches, envelopes, underarm and top handle styles. Some zipper styles are included in the group.

No Mail or Phone Orders!
—Downstairs at Ayres.



Special Sale!

White Hats

Cool Crepes Or New Toyos! **69^c** Dozens and Dozens of Styles

Of course you need an inexpensive white hat to wear day in and day out! Here's a sale that brings you the very styles you want at a price that means money in your pocket. Choice of wide brims, open crown, swaggers, bretons and off-the-face styles in cool white crepe or smart toyo. Ribbon trims in contrasting colors. Sizes 22 and 28.

—Downstairs at Ayres.



To Bridge the Gap Between Summer and Fall Without Rushing the Season

Cool Dark Sheers

\$3.98

Sizes: 11 to 17, 14 to 20, 38 to 52

New Black Laces Edged With Cire — Black or Navy Nets—Cool Chiffons—Also Washable Print Bemberts!

It's sheer wisdom to bridge the gap between now and fall with a wardrobe of Dark Sheers for most any occasion. Right now we have a grand selection of those new black laces edged with Cire... and a bountiful selection of black or navy nets and chiffons. And for you who like the color and charm of floral prints... we've an unending selection of washable bemberts that are cool as a breeze. Sizes for women, misses and the junior-miss—11 to 17, 14 to 20 and 38 to 52!

—Downstairs at Ayres.



THE 'Combin-ette'

Super-Quality Lightweight All-In-One With Lastex Yarn

\$1.39

1. Talon-Zipper Back-Fastener!
2. Panty All-In-One With Removable Crotch of Knit Rayon

Effective up-lift bra, special built-up shoulder straps for added support, plush garter reinforcements. Panty all-in-one comes with a set of garters which you can use if you wish. A cool, comfortable all-in-one that will see you through the hot summer months looking your best. Come in sizes small, medium, large.

—Downstairs at Ayres.

Especially, When You're Vacationing You'll Want to Have Plenty of These

Full-Fashioned Chiffon Stockings

(Irregulars) **59^c PAIR**

You'll want to take plenty of hosiery along with you on your vacation trip... and here's a stocking that'll admirably fill the bill... and not put a dent in your budget! Clear, sheer chiffons of pure silk with run-stop and dainty picot tops. Full-fashioned construction, well reinforced at points of wear. Irregulars from a famous maker of hosiery. Choose several pairs from a nice selection of summer colors in sizes 8½ to 10½.

—Downstairs at Ayres.

AT LAST!

A Slip That Will not "Climb" Or "Ride Up and Down" Under Ordinary Wearing Conditions! (The Bemberg Woven Back—Does the Trick)

Women's Tailored SATIN SLIPS

\$1.19 EACH

The slip you've always wanted... and couldn't find until now! The satin face of the slip is wondrously sleek. The back is woven of bemberg, and that's the secret of the success of this slip not riding or climbing up and down. California V top, cut on the bias, and adjustable straps. In tearose or white. Sizes 34 to 44.

Pure Silk Crepe Panel Slip, Also... \$2.79

Women's Batiste Gowns

Plain or printed batiste Porto Rican gowns, sheer, cool and pretty. V necks with contrasting color trims. Sizes 16 and 17 in the group. **69^c**

Women's Summer Undies

Cool summer rayon panties, stepins, briefs or vests. Plain at waist with band finish. Tearose color. Sizes 24 to 44 in the group. **39^c**

—Downstairs at Ayres.



Still Time to Select a Pair of White Shoes in This Annual July Sale!

\$4.00 PAIR

These Shoes Regularly Sell for \$4.95 a Pair

- Oxfords!
- Straps!
- Ties!
- T-Straps!
- Sandals!
- Brown and White Combinations!
- High Heels!
- Military Heels!
- Medium Heels!
- Sizes 4½ to 11!
- Widths AAAA to E!

"American Girl" White Shoes

Every style (except Nurses' Oxfords), every size in our complete stock of American Girl white shoes reduced to \$4 a pair... that means you save 95c on each pair! Scores of styles for street, sports or dress wear... straps, ties, oxfords, sandals, etc. Made with arch support, fit, style and service features, these shoes are famous for. Get your shoes tomorrow for the pick of the lot!

—Downstairs at Ayres.

Look What **49^c** WILL BUY Tomorrow in Our Girls' and Children's Department Save on Each Item!



Girls' Bermuda Sport Shirts Made of fine cotton knit. In whites or pastel colors. First quality. Short sleeves, sport neck. Sizes 8 to 16 years. **49^c**

Girls' Play Togs Each **49^c** Fast color play togs in cool, washable Pic Pon cloth. Well tailored styles with popular sun-back. Sizes 7 to 14 years.

Girls' Gabertex Play Shorts Girls' washable Gabertex Play Shorts in navy or brown colors with colorful novelty trim. All fast colors. **49^c**

Girls' Summer Wash Dresses Novelty crash and sheer print summer wash frocks. Fast colors. Dressy and sport styles included. Sizes 7 to 14 years. **49^c**

Tots' Summer Play Togs Tots' washable summer play togs in fast color patterns. Sun-back style in novelty prints. Sizes 3 to 6 years. **49^c**

Tots' Gabertex Play Slacks Fast color Gabertex play slacks in popular bib front style. Well tailored and full cut. Sizes 3 to 6 years in the group. **49^c**

Boys' Sleeveless Wash Suits Boys' sleeveless summer wash suits in fast color patterns. Button-on blouse style. Broken sizes, but wanted colors. **49^c**

Tots' Sheer Wash Dresses Tots' sheer wash dresses in dainty plain color sheers with contrasting trim. All color fast. Sizes 3 to 6 years in the group. **49^c**

—Downstairs at Ayres.