



AYRES • DOWNSTAIRS • STORE

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

THE "BUY-WAY" OF INDIANAPOLIS

* (REGISTERED)

Tomorrow at 9:30! Another Eye-Opening Value!

Manufacturer's Close-Out Sale of 3000

New Cotton Dresses

Identical Styles Have Formerly Sold In Our Stock for \$2.00 and \$3.00



at **\$1.29**
EACH

Regularly Sell for \$2.00 Each!

- Sport Dresses! • Shirtmakers! • Semi-Sunbacks! • 80-Squares! • Print Piques! • Pic Pon Cloth! • Sleeveless! • Normandy Voiles

A gala selection and one of the best values we've ever offered at this close-out sale price! Florals, prints, broadcloths, voiles in dark grounds with white dots . . . and hundreds of other smart details that make these dresses worth \$2.00. Sizes 14 to 46.



\$1.49
EACH

Regularly Sell for \$2.00 Each!

- Dotted Swiss! • Broadcloth Prints! • Piques! • 80-Squares! • Tyrolean Prints! • Blister Crepes! • Dainty Sheers!

An all-star value collection of sports, dress or street types with unusual trims and details. The fabrics are all fast colors and washable. Dark colors, pastels, whites, prints with organdy trims, lattice yokes. Sizes 14 to 46. A few styles in sizes 48 to 54!



at **\$1.69**
EACH

Regularly Sell for \$3.00 Each!

- Cool Sheers! • Organdy Trims! • Floral Prints! • Cape Sleeves! • Piques! • Neat Patterns! Sizes 14 to 46 in the Group!

Cool sheers with cape sleeves and pretty organdy trims. Sport piques in gay floral prints and fast color patterns. Styles for street, for sport, for office, traveling and vacation. Sizes 14 to 46 in the group.



\$1.99
EACH

Regularly Sell for \$3.00 Each!

- Linens! • Piques! • Eyelets! • Novelty Trims! • Sheers! • Floral Prints! • Dark Colors!

Choose from such favorites as tailored linens in dark or pastels. Sheers with hand-faggotting and novelty trims. Sport piques and various "Dotty Low" eyelets in navy, brown or rust. Sizes 14 to 46.

DOWNTOWNS AT AYRES



Be Footloose and Fancy Free in
White or Multi-Color
Summer Sandals

\$1.99
PAIR

White, multi-colors, prints, that's the summer sandal news we bring you for tomorrow! High heels and medium heel linens, patents and calf leathers. Sandals for sports, for play, for dress, for traveling and vacation wear. Sandals for women, misses and juniors who wear sizes 4 to 8.

Sizes 4 to 8, AA to C Widths.

Downtown at Ayres.



White Felt

These Are Marvelous Values at

\$1.00

To wear with your dark sheers, prints or white dresses, a new white felt will be the perfect complement for your costume. Here are the very latest White styles in off-the-face, swaggers and brims. Headsizes 22 and 23.

Downtown at Ayres.

Right out of the Fiery Whiskers of Old Sol!

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

A Value So Hot We (No. 4) Can Offer It for One Day Only

Friday Only!

Full Length or Knee Length Silk Mesh Hose

31¢ PAIR

Please—No Mail or Phone Orders

Mesh hose are coming back strong for summer wear! Choose from full-length or knee-length styles with seamed back. Well reinforced at points of wear. In smart summer shades. Sizes 8½ to 10½.

—Downstairs at Ayres.

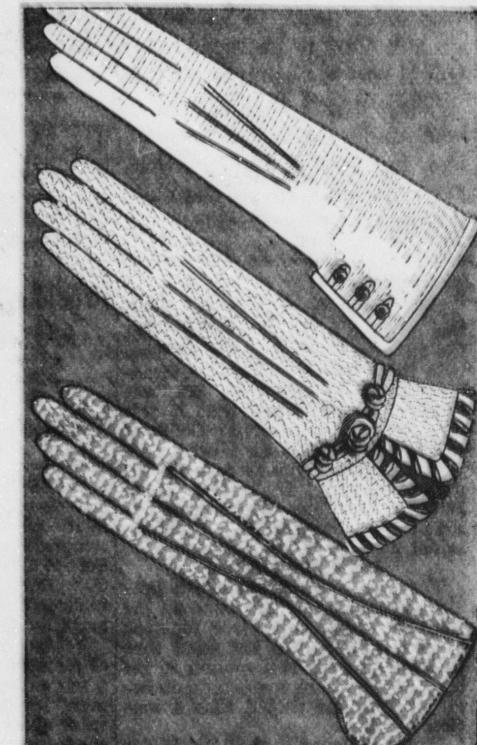
A Nationally Famous Maker
Sells Us Part of His Surplus
Stock of Famous Name Gloves
Way Off Regular Price!

Reg. \$1 Washable
Summer Gloves

66¢ PAIR

• White! • Beige! • Gray! • Yellow!

You've seen these gloves advertised in Harpers and Vogue . . . so you'll recognize the styles as soon as you see them. Glove Silk and lace meshes in washable summer fabrics. Slip-on styles in various smart lengths. Sizes 8½ to 10½.



Because a Group of 20 Stores
Purchased Huge Quantities of
This Slip—YOU GET BETTER
Quality—Better Laces—Better
Tailoring—at a Very Low Price!

**4-Gore, Panel Front
Pure Silk Slips**

\$1.59
EACH



Also a Smart Bias Cut Style!

Because of the tremendous purchasing power of these twenty stores . . . the maker was able to give us a slip of the finest quality and built to our specifications. Pure silk crepe trimmed with frothy, lovely laces. The tailored styles are smarter than smart. Choice of 4-gore or bias cut styles with a generous size panel front. Tearose or white. Sizes 34 to 44.

"Inside-Out" Slips
69¢ Seconds

Made with strong flat seams that are neat. Bias cut style with California V or tailored tops. Sizes 34 to 44.

Gowns and Pajamas
\$1.00

Women's cool, washable printed batiste gowns and batiste pajamas in popular 2-pe. style. Sizes 16 and 17.

—Downstairs at Ayres.