

Healthfully  
Air  
Conditioned

# 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! • Shirtmak-  
ers! • 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 hun-  
dreds of other smart details that make these  
dresses worth \$2.00. Sizes 14 to 46.

at \$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 de-  
tails. 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 Pat-  
terns! 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 vaca-  
tion. Sizes 14 to 46 in the group.

at \$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-fag-  
goting and novelty trims. Sport piques and  
famous "Dotty Low" eyelets in navy, brown  
or rust. Sizes 14 to 46.

DOWNSTAIRS 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 vaca-  
tion wear. Sandals for women, misses and juniors  
who wear sizes 4 to 8.

Sizes 4 to 8, AA to C Widths!

—Downstairs at Ayres.



Your New Summer Hat Must Be a  
White Felt

These Are Marvelous Values at

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 lat-  
est White styles in off-the-face, swag-  
gers and brims. Headsizes 22 and 23.  
—Downstairs at Ayres.

\$1.00

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**

First Quality **31c** 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!

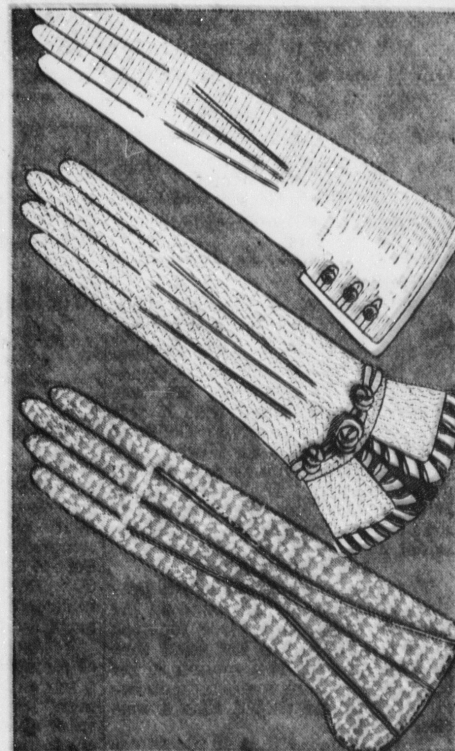
Reg. \$1 Washable  
Summer Gloves

**66c** 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 wash-  
able summer fabrics. Slip-on styles in various smart  
lengths. Sizes 5½ to 8.

—Downstairs at Ayres.



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 speci-  
fications. 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  
**69c** 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-pc.  
style. Sizes 16 and 17.  
—Downstairs at Ayres.

