

Open
at
8:30**L.S. AYRES & Co.**After Labor Day's rest, we return again
to the winter closing hours.
Open at 8:30—Close
at 5:30.**L.S. AYRES & Co.**Close
at
5:30*Down Comes the Cost of Beautiful Hosiery—Heed!*

Twelve Thousand Pairs Women's Pure Thread Silk Stockings

*In the Most Important Hosiery Sale We Have Ever Planned**Every Pair First Quality***\$1.35**
The Pair*Three Pairs for \$4.00***Four of the Big Street Floor
Booths Will Be Devoted
to This Sale**

It will interest you to know that in the last sixty-two selling days we have sold more than 20,000 pairs of these same stockings—an average of more than 300 pairs a day, at a considerably higher price—certainly an eloquent tribute to their superior quality and unquestioned worth.

For Five Days Only—The Price Will Be \$1.35 The Pair

The Stockings

Every pair of these stockings is first quality, twelve-strand, pure-thread silk. Pure silk, as you know, means longer wear.

They are beautifully made with close-fitting ankles and flared elastic tops—stockings that do not bind under the knees.

Mercerized lisle tops, stop ravel hem, and double woven soles, heels and toes add to their length of service.

Without question the best silk stockings seen in years at anywhere near the price.

The colors are black, white, brown, dark tan, navy blue and gray. On sale September 7 to 11—Just five days at this new price, \$1.35 the pair.

Now Is Your Opportunity

Buy for your own present and future needs—Buy now for Christmas presents. Buy a plenty.

Mail Orders Will Have Prompt Attention

And The Sale

We esteem this sale as among the most important contributions we can make toward halting the still upward tendency of prices. Almost every woman wears or desires to wear silk hose. And certainly she may now, with this opportunity to get three pairs for \$4.00!

You understand, of course, that had we not already proved the superiority of these stockings by selling twenty thousand pairs of them, we could not have risked an additional purchase of twelve thousand pairs—even to insure the gratifying discount thus attained.

Our advice is to buy liberally. In the whole United States we do not believe it possible to duplicate the value. Nor will we repeat the offer.

The Basement Garment Shop

A Sale of 500 Voguish New Fall Dresses

Marked Convincingly Low as a Fair Week Attraction*The Newest Modes—The Best Materials—The Fairest Price*

An amazing collection of dresses, so varied and rich that it takes your breath away—yet come with the assurance that there will be none of these fanciful frocks beyond the scope of your pocket-book. Fair week always exhibits wonders, and this huge dress sale is not one of the least. Arrayed are gowns of

*Tricotine Serge Jersey Beaded Georgette
Satin Taffeta Charmeuse*

Embroidery work in exotic color effects are lavished on some, beads are worked in the successful designs in other frocks of equal charm. The sale is so extended, and the models so essentially different, that six racks and the whole of the apparel shop alone can accommodate it.

You are only to say the shade and the desired color can be procured. Most prominent among the fall shades represented are—

*Black Navy Blue Brown Taupe
Copenhagen Blue and Others***Priced \$12.50 \$25 \$29.50 \$35 \$39.50 and \$49.50**

Visitors will want to see our enlarged Basement Garment Shop. It's the place to get good things cheaper. There is to be a shoe department, but more of that later. Should you desire a sweater, a suit, a tailored or dress waist, a kimono, a house dress or even a petticoat at a most reasonable price, shop here, and you'll be satisfied.

—Ayres—Basement.



Personality Expressed in Hats—Such is Our Aim

Personality, you know, is not a thing you pay a fabulous price for—it's something you achieve. And speaking of hats, it's something more likely the painstaking sales person discovers and achieves for you.

Our stock of hats embraces a host of styles, naughty, good, or mediocrity good with just a sufficient dash of the wicked to make them interesting. And yet withal their much studied graces, they are most moderately priced. Come and be matched with a hat.

From \$7.95 to \$12.50

—Ayres—Second floor.

Exclusively at Ayres in Indianapolis

Dr. Jaeger's Sanitary Woolens

These famous woolens are not peddled to whomever would buy them. Their character is such that only the best stores in the country are permitted to sell them.

In Indianapolis at L. S. Ayres & Co.

MEN'S SWEATERS, accordion plaited effect front, two-tone and all-wool combinations of black and gray. The price, \$25.00.

At the same price are heather mixture knitted coats of the same fine all-wool yarns.

MEN'S KNITTED WOOL SCARFS in assorted colors are shown at \$4.75.

MEN'S UNMESHED ALPACA SCARFS at \$6.75.

MEN'S KNITTED UNLINED CAPS for motoring and golf are priced at \$2.75.

MEN'S BRUSHED WOOL GLOVES at \$1.85.

MEN'S CAMELSHAIR BATHROBES AND HOUSE COATS, very fine, at \$60.00.

MEN'S BRUSHED CASHMERE GLOVES at \$2.50.

MEN'S HEAVY WOOL GOLF HOSE at \$3.75.

MEN'S WOOL UNDERSHIRTS AND DRAWERS at \$10.00.

MEN'S WOOL UNION SUITS at \$15.00.

MEN'S WOOL NIGHTSHIRTS at \$17.50.

MEN'S WOOL PAJAMAS at \$21.00.

MEN'S AND WOMEN'S BED SOCKS at \$3.75.

MEN'S AND WOMEN'S KNEE WARMERS at \$3.00.

MEN'S AND WOMEN'S ABDOMINAL BANDAGES, \$2.50 and \$3.00.

MEN'S WHITE BED SOCKS at \$3.75.

WOMEN'S ALL-WOOL UNION SUITS at \$14.50.

WOMEN'S ALL-WOOL VESTS AND DRAWERS at \$7.50.

WOMEN'S BRUSHED MOHAIR GAUNTLET GLOVES at \$3.35.

BOYS' AND GIRLS' GOLF HOSE, fancy tops, at \$3.75.

—Ayres—Men's store, street floor.

State Fair Visitors, Everybody, Note These

New Fall Bedding Offerings

These snappy nights one's mind turns inevitably to bedding supplies and needs. Should you be wanting a soft new blanket or a warm, snuggling comforter, you'll find the values are real and the prices moderate in the Ayres' bedding section. The following items serve as an index to the close marking of the stock.



At \$4.95 the pair, are wool finished plaid blankets, very soft and warm. The plaids assume attractive tones of pink, blue, gray or tan. These blankets are yarn edged, in size 66x80 inches.

At \$7.75 the pair, are Scotch plaid blankets, made of fine China cotton, in an extra large size.

At \$6.75 the pair, are Beacon plain gray and tan blankets. This brand is far famed for its satisfying service. The borders are nicely banded in pink and blue.

At \$7.65 the pair, are wool finished blankets, in pink, blue, gray, tan, yellow and lavender. The mohair ribbon binding is of a harmonizing color.

At \$9.75 the pair, are Noble plaid blankets. These are very desirable, soft and warmly pleasant. Obtainable in pink, blue, gray and tan. At this price is the twin bed size.

At \$11.85 the pair, is the same Noble blanket, double bed size. Very attractive values are shown in Scotch tartans and novel plaids.

At \$17.25 the pair, are these blankets best suited for those college students who are getting together their supplies. Size 68x84 inches.

At \$15.60 the pair, is the North Star wool plaid of widespread blanket fame. Size 72x84 inches.

At \$18.75, is the same quality North Star wool plaid in size 80x90 inches.

Appealing Comforts

At \$4.75 each, are these neatly stitched cotton filled comforts, with the covering done in a Persian pattern.

At \$11.85, a cotton filled comfort with a silk mull top, is obtainable, in blue, pink and yellow.

At \$16.50, \$24.75, \$28.00 and \$33.75 are down comforts covered with good French cambric, beautifully stitched. Excellent for the particular housewife.

At \$8.25 and \$10.00 are three and four-pound wool filled comforts covered with white muslin.

At \$12.50, comes a good grade of wool filled comfort, the tops of which are French cambric.

—Ayres—Second floor.

And Welcome to the Inviting Gown Room!

New and Authentic FROCKS

Await Your Confirmation of Fashion's Approval

Comprehensive stocks of the smartest gowns obtainable are revelations of every authentic fancy of Fashion, the materials that are correct in Fashion's eye, and yet of a practicality that admits of every dress embraced being enduringly and appropriately wearable.

For day wear, business and street wear, comes navy blue tricotine in new and irresistible guise of braid-trimmings, duvetyn vests in brilliant colorings, and embroidery. Prices remain modestly enough between \$34.00 and \$59.00. More elaborate ones, suitable for afternoon wear informally, are priced up to \$159.50.

Afternoons Usually Demand Silk Frocks

And so crepe satins, silk duvetyns and supple crepes, in navy blue, brown and black, fur trimmed or embroidered, appear for social action. A novel one is pictured herewith, which is of black kitten's ear crepe with crepe de chine flowers in color applique thereon. Navy blue satin with navy blue lace and the same combination in black vie with the all-satins for popularity. Gowns of this type range in price from \$67.50 upward to \$169.50.

A Word About Evening Gowns

Delicious clouds of pastel blues and pinks of airy tulle—clinging lovely chiffons in combinations of pale colors—youthful effects of black tulle—lace models with gay nosegay trimmings. Priced from \$37.50 upward to \$169.50.

—Ayres—Gown Room, third floor.



Enjoy a Victrola

Music makes the simplest social occasion a festivity. The size XI instrument is priced at \$150.00. Choose \$11.00 in Victor records, make the payment of

Only \$11 Down

with the balance payable monthly, and the machine is yours.

Other Victrola outfits are offered on terms equally as reasonable.

—Ayres—Fifth floor.

Special Values in Toys Makes a Fair Week for Kiddies

It's "children's day" in our toy shop every day. But especially this week, and since the kiddies will certainly enjoy the sensation of seeing things, bring them to the toy shop as a fitting finale.

A Parchesi Set for 95c

This board game is a sure favorite. Rainy days or party afternoons can be enlivened by a parchesi board and two or four excited players.

—Ayres—Fifth floor.

For Tuesday, An Enticing Special

Composition Ivory Hairbrushes

With good stiff bristles and an easy, soft price—these 300 hairbrushes ought not to last long. The college girl wants them especially now, for an old toilet set is a pitiful roommate. For one day's selling only these are consequently priced—

At Only \$1.95

—Ayres—Street floor.



An Event Making Sale of Better Blouses

*Wherein We Underprice Wholesale Price***\$7.50 and \$8.50**

Refined, good quality, some a vivid departure from the usual, such are these finer blouses. Should you have purchased one of the season's rich suits, these blouses will complete your outfit adequately and more than moderately. Georgette crepe, espinal crepe and two-toned silk voile are fascinatingly done in a variety of styles.

There's the fetching overblouse of espinal crepe, in rose and Copen, simply modeled with effective designs of yarn and woolen beading.

A severe model is done in black Georgette, finished with a narrow Tuxedo collar and tailored front in the white Georgette.

Zanzibar, ecrú and lace trimmed; taupe, ecrú net and lace collared and vested—these are other Georgette models. The silk two-toned voile combines a bisque Georgette with the body color of Copenhagen blue. Sizes include from 34 to 44.

Black, Brown, Taupe, Plum, Rose, Copenhagen blue, Zanzibar

—Ayres—Third floor.