

to Ayres Downstairs Tomorrow for . . .

August RUG SALE BARGAINS!



White silk pique frock with brown yoke and brown, short-sleeve jacket. \$3.69.

Gay floral print in celanese voile; puff sleeves. Has short jacket in red. \$3.69.

Pink silk pique sports frock with lots of buttons. Two pockets. \$3.69.

This white sports dress has a wide shoulder-jacket in scarlet. Rough crepe. \$3.69.

Smart simplicity marks this checked sheer sports frock; sun-tan back. \$3.69.

Hundreds of Fresh, New Dresses—Sale Priced

2 for \$7 (ONE FOR \$3.69)

- Floral Prints
- Geometric Prints
- Printed Stripes
- Pastel Coin Dots
- Satin Polka Dots
- Embroidered Crepes
- Silk Piques
- Celanese Voiles
- Eyelet Jackets
- Chalk Crepes

Indianapolis women WANT summer dresses—and customers tell us that Ayres Downstairs is the only store in town where they can buy fresh, crisp, NEW summer dresses—in a good assortment of wanted styles. Come see for yourself tomorrow! Hundreds of lovely dresses—at almost half of the early-season price for this quality! Nearly every one has a jacket—or a cape—or cool, rippling cape sleeves. You can wear every one of them until autumn! In sizes for women and misses.

—Downstairs At Ayres.

It's Wise—and SAFE—to Buy Your New Winter Coat NOW—Downstairs at Ayres!



Fall Hats are NEW

BECAUSE: 1. Interesting New Materials!
2. A New Silhouette!
3. New Colors and Trims!

Right at the time when you are fagged out and completely fed up with summer, along comes Fashion's NEW FALL MILLINERY . . . crisp and cool and refreshing as an October breeze! See them tomorrow! You'll find them refreshingly NEW, in crisp felts, satins, taffetas, velvets, corduroys and wool crepes. Peaked turbans and berets, new shallow sailors, manipulated brims and casquettes!

—Downstairs At Ayres.

\$1.09

INVEST!

Now . . . In a Substantial Supply of Substandards

REAL SILK DeLuxe Hosiery

59c (2 Pairs \$1.10)

... and Going Higher, Soon

Last week we warned you! Thousands of women took advantage of our "warning" . . . and SAVED MONEY! Today the Real Silk Mill tells us to expect ANOTHER PRICE RAISE in just a few weeks—maybe one, maybe two, maybe three! It's too late to buy at the old price—but we do guarantee that you can still save by buying NOW! Fine assortments of new fall colors to choose from!

The Hose With 10 Beauty Guards:

1. 100% FRESH SILK!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple-Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Grenine Sealed Silk Yarns!
9. TWO-WAY Run-Stop!
10. Positive Heel-Guard!

—Downstairs At Ayres.

We're Ready With New Fall Shoes

Remarkable Values at—

\$2.45 Pair

Over 1,000 pairs of brand new fall shoes have just arrived in time for a very special selling, tomorrow! If we had neglected to "buy early" you would pay just 20% more than this low price! But "price" isn't all! You'll love the clean-cut styles—the good fitting qualities—and the quality of material and workmanship! High or low heels! Black or brown!

- Pumps!
- Straps!
- Ties!



—Ayres
Downstairs
Store.

AYRES ★ DOWNSTAIRS ★ STORE