

to Ayres Downstairs Tomorrow for . . .

August RUG SALE BARGAINS!

Probably Your Last Chance to Beautify Your Home at Such Very Low Prices . . .

We were down-right LUCKY to be able to offer such a wonderful group of rug bargains as this . . . IN THE FACE OF SOARING WHOLESALE PRICES! Here's why: We discovered that a local rug distributor had a large supply of first quality rugs IN DISCONTINUED PATTERNS. We examined the patterns and found them VERY DESIRABLE—and in such fine makes as "Alexander Smith" and "Mohawk!" We bought the entire stock—and offer it tomorrow at prices almost as low as we ourselves would have to pay in today's market! Remember: Every rug is of Ayres Standard QUALITY! Doors open at 9 A. M.



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 shouldered 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 Polkadots
- 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!

9x12 Seamless American Orientals

Discontinued patterns of beautiful first quality rugs—in gorgeous oriental designs and colorings. Red, rose, blue, green or taupe. Fringed ends. Also odd sizes at equally low prices. You save about half! **\$33.75**

American Orientals and Wilton Rugs

Extra fine, heavy quality rugs in this group—all in 1933 patterns and colorings—at a saving of about one-third. Both Alexander Smith and Mohawk makes. Fringed ends. Also 8.3x10.6 sizes. Just 21 rugs in this group. **\$39.50**

9x12 Seamless American Orientals

Just 12 first quality rugs in discontinued patterns. All are lovely highlighted Axminsters and velvets in copies of oriental designs and colorings. In red, rose, blue or taupe. An outstanding value at this August price! **\$19.95**

Alexander Smith's AXminster Rugs

These are genuine, seamless Alexander Smith Sons rugs—fine heavy Axminsters that will be MUCH HIGHER after this sale! Just 20 rugs—in a fine assortment of wanted patterns and colorings. These are 9x12 size. **\$29.50**

Axminster Throw Rugs \$1.98

Only about 50 of these rugs—in 27x48 and 27x34-inch sizes. First quality rugs in new patterns and rich colors. You save from 35% to 50%!

\$1 DOWN
Deliver Any Room Size Rug!



—Ayres Downstairs Store.



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!

\$1.09

—Downstairs At Ayres.

INVEST!

Now . . . In a Substantial Supply of Substandards

REAL SILK DeLuxe Hosiery

NEW PRICE **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. Grenline 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!
- Calf!
- Kid!
- Suede!



SIZES: 3 to 8—AA to C

—Ayres Downstairs Store.

AYRES ★ DOWNSTAIRS ★ STORE