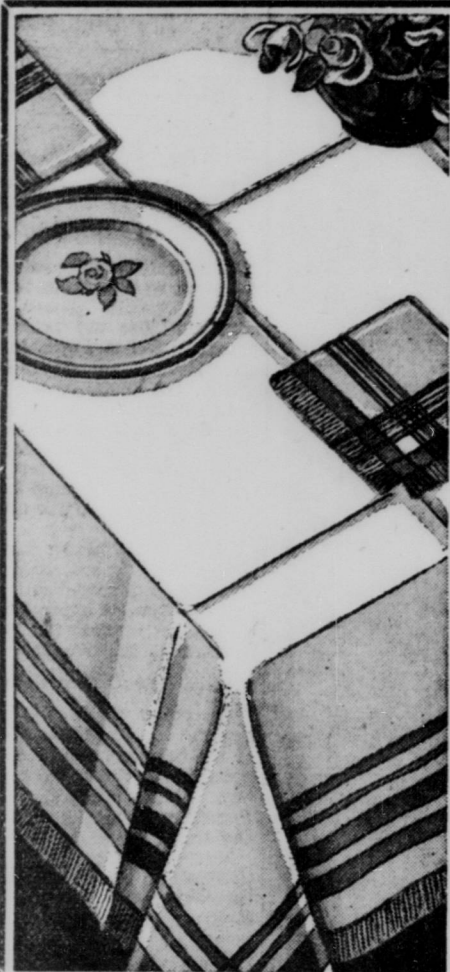


It's IMPORTANT to Re-Stock Your Linen Closet NOW!

While Linens, Towels, Cottons, Sheets, and Bedding Are Still Low Priced!

Hundreds of women find August the most convenient time to lay in fresh supplies of linens and domestics. THIS year it is almost DIRE NECESSITY for them to do so! Already prices have soared to almost unbelievable heights! And there is definite news of further increases to come soon! How-

ever, Ayres' Downstairs Store is offering a great lot of linens and cotton merchandise which was bought before the Trade Codes went into effect—and before the Federal Cotton-Processing Tax was imposed! It will be sound economy for housewives to secure a lasting supply of these items now!



SPECIAL! A Great Group of LINENS

AT ONE LOW PRICE!

29c

- Breakfast Cloths • Bridge Covers
- Card Table Covers • Vanity Sets
- Dresser Scarves, Etc.

This is a very large assortment of beautiful quality linens—large quantities of some items—just a few pieces of others... but ALL are bargains! A rare opportunity to secure dainty pieces that will make your home more attractive!

Hemstitched Napkins, 10c Ea.

Just 800 napkins—all white—pure linen damask. Finished with hemstitching. Sizes 12x12 inches.

Bridge Sets at 39c

Sets consist of 1 bridge cover and 4 napkins. In a varied assortment of styles and colorings. Just 57 at this price!

Dresser Scarves, 19c

Cream colored linen centers, with lace edge; 16x36 and 16x45-inch sizes.

Glass Toweling, 6 Yds., \$1

Fine linen glass toweling in colored checks; extra quality; cut in six-yard lengths.

Lunch Cloths, 79c Ea.

All-linen crash cloths with various colored borders; 54x67 inches. Just 78 pieces!

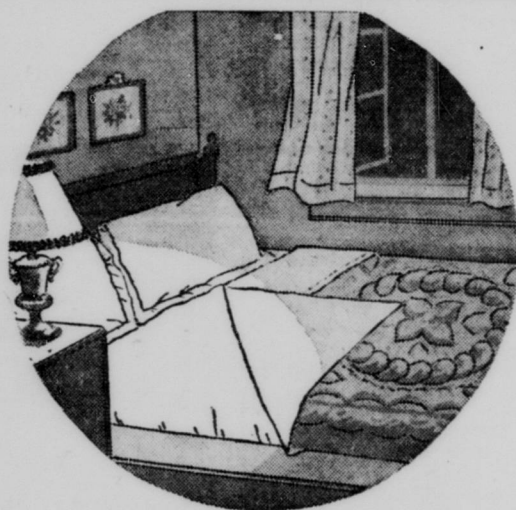
—Downstairs at Ayres.

Place Orders Now for Blankets and Comforts!

... for September Delivery!

Order now—at PRESENT PRICES—and we'll deliver later! Fine cotton, part-wool, or all-wool blankets to choose from. And heavy, warm, wool-filled comforts. Avoid the coming high prices!

—Downstairs at Ayres.



"TRUTH" and "ENVOY" SHEETS

Have Advanced in Price
—and Will Soon Go Up Again!

BUY NOW AND SAVE!

81x99 \$1.00 72x99 89c
81x108 \$1.10 63x99 89c
Pillowcases 25c Ea.

—Downstairs at Ayres.



Sale!

Slightly Imperfect

"CANNON" TOWELS

At "BUY NOW" Prices!

10c-19c-29c

We made a "once-in-a-lifetime" purchase of a great quantity of genuine Cannon Towels—mill seconds, that have been damaged—but in all cases can easily be repaired! Some are almost perfect, some have border on one end only, some have slight mis-weaves, and some have oil stains. All grades from the Cannon mill are represented—including some very expensive towels. The EARLY SHOPPER will get first choice.

—Downstairs at Ayres.

Linen Pillowcases Each

Beautiful linen pillow cases—at the old price! These will be much higher very soon.

39c

Pillow Tubing Yard

Genuine "Lady Pepperell" tubing! Just 300 yards in lengths up to 15 yards. Make Christmas gifts now!

25c

Comfort Covers Each

Ready-made covers of fine percale. Just fill with a cotton batt and tack—and you have a comfort!

\$1.00

Mattress Covers Each

These are TWIN bed size—and that's the ONLY reason why we offer them at this low price! We're overstocked on this size.

\$1.00

—Downstairs at Ayres.

Patch-Work Quilts Each

Just 74 fine quilts left over from last year. Therefore, greatly reduced! Real bargains!

\$1.29

Honeycomb Towels Each

Good quality cotton towel; quite absorbent; ideal for dish towels, at this price!

5c

Linen Toweling Yard

All-linen crash toweling—16 inches wide, with colored borders. Buy all you want!

15c

Typed Linen Towels 6 for

Just 360 of these fine quality "typed" linen glass towels to sell at this bargain price!

\$1.00

—Downstairs at Ayres.



INDIANAPOLIS HOMES Are Going on STRIKE!

YOUR sofas, your chairs, your very walls, are "fed up" with the depression. They've given you service until it hurts. Now they hear talk of better times and they're crying aloud for attention.

The sofa's sick and tired of going threadbare. The one big easy chair is through doing the work of three chairs. That lamp table refuses to go on being chief book and bottle holder. In short, Indianapolis homes are demanding reinforcements and replacements!

Every day here in Ayres Downstairs, new furniture and rugs are appearing fresh and new in design and style—and bought at the last wholesale "lows." The carpenters whom you've seen at work on the floor these past weeks are disappearing, and now we are ready to serve you in peace and quiet—with new furniture and rugs so that you may fix up your home before it takes the final step and goes on strike!

Buy NOW in Our August Sale of Rugs and Furniture

—Downstairs at Ayres.

MEN! Brand New for FALL! ALL-WOOL WORSTED

Suits—Topcoats Overcoats

FOR MEN AND YOUNG MEN

\$13.95

Bought Before the Price Advance!

FULL BODIED WORSTED SUITS—the shape retaining, hard-wearing kind! And most important, they are NEW in color—NEW in smart styling—with special tailoring that measures up to Ayres Standards! In smart double-breasted styles, two-button models and conservative types. In greys, blues, browns and dark burgundy. Buy now and SAVE! We can't guarantee this price for very long.

Topcoats and overcoats—in a great assortment of models and colors that reflect good taste! Overcoats come in blue boucle, blue Meltons, and oxford or brown fleeces. Topcoats in tweeds, herringbones, diagonals and hot looking polos. All have drop yoke and lustrous Glow linings!

Use Our LAYAWAY Plan!

A small down payment holds your purchase for later delivery. Pay the balance by the week or month.

—Downstairs at Ayres.



Men! Our Downstairs
Clothing Section Is
CONVENIENT!

TWO Meridian St. stairways lead
direct to the department!

Friday, It's GOODBY to All Summer Shoes Drastically REDUCED to

\$1.49 Pair

As far as we're concerned, summer is gone... but just 250 pairs of perfectly swell summer shoes are still hanging around. Really they are worth much MORE, but if YOU can use them, they are yours for only \$1.49 "a throw!" Good looking white ones—and beige shoes that you can wear late into the fall! Broken sizes.

Summer Sports Sandals, 39c

Another real buy! Come get 'em, we're tired of looking at 'em!

—Downstairs at Ayres.

We Don't Want These Summer Frocks

But YOU Can Use Them
Nicely for the Next 6 Weeks!

Reduced to \$2.00

Most of these dresses were bought late in July, for the "wind-up" of our July Sales! We misjudged the demand by about 185 dresses—and now if you'll just help us empty the racks, we'll hang up some swell new FALL dresses that have just arrived! Remember, there will be scorching hot days until the last of September—when these summer frocks will fit the picture! Sizes are broken.

Other Summer Dresses Reduced, \$3

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE