

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

CLEARANCE!

Women's Full-Fashioned

Chiffon Hose
These hose are wispy and exquisitely sheer. Full fashioned with dainty picot tops, ravel stop and foot fully reinforced. Sizes 8½ to 10½. Colors in Sunny, Crashstone, Sherrytone. Irregulars.
39c Pr.

Children's and Misses'
Ankle Socks, 2 Prs.
A varied selection of ankle length socks, including "Buster Brown" and other makes. First quality and irregulars in the group. In assorted color combinations and plain colors. Sizes 6 to 10.
25c

Summer Gloves Pr., **39c**
Clearance of white or beige color summer gloves. Soiled and mused from handling. Greatly reduced.
White Handbags **25c** Ea.
We've reduced a large group of white summer handbags in pouch, under-arm styles. Reduced for clearance.
Clearance Summer Gloves, **49c**
This clearance includes all our better quality mesh, string and novelty gloves in a large selection of patterns.
Clearance Scarfs Ea., **39c**
Includes silk scarfs in bias and triangle styles. Smart for wear now and early fall.
—Downstairs at Ayres.

Women's Shadow Panel
Pure Silk Slips
These slips have adjustable shoulder straps. Are made of pure silk with large shadow panel. V or straight lace tops. Plain hems. Sizes 34 to 44. Tearose and white colors.
\$1.19

Cotton Crepe Gowns, **65c**
Women's cotton crepe gowns with V or Round necks. Lace edge at the neck. White, peach, flesh. Sizes 16 and 17.
Pure Silk Undies Ea., **\$1**
Jancettes or chemise with lace trims. V or straight tops, fitted bandeaux and waists. Sizes 32 to 36. —Downstairs at Ayres.

CLEARANCE!

Children's Fine Quality

Wash Frocks
In this group of nationally known brand wash frocks you'll find sports and dressy styles. Plain colors and solid colors. Stripes, dots and florals. Organadies, voiles, piques and novelty prints. Reduced for clearance. Broken sizes and colors.
59c Ea.

Boys' Wash Suits **59c** Ea.
Clearance priced. Made of fine quality broadcloth and seersucker. In plain colors. Sizes 2 to 6 years.
Girls' Pique Coats **79c**
These cool white pique coats are all greatly reduced for clearance. Broken sizes.

Girls' Blouses Ea., **19c**
Sheer printed blouses in sizes from 8 to 16 years. Greatly reduced for clearance. For wear now and for school.
Children's New Frocks, **88c**
We've a group of bi-her priced dresses in summer voiles, organadies, etc., some classed as irregulars. Gay colors.
—Downstairs at Ayres.

CLEARANCE!

Women's and Misses'

Wash Frocks
At a Big Saving!
Choose from sheers that are cool and comfortable. Prints, florals, dots, checks, stripes and combinations. All fast colors. Wear for now and this fall. Broken sizes and color assortments. Greatly reduced for clearance.
59c (Or 2 for \$1)
—Downstairs at Ayres.

CLEARANCE!

4,000 Pairs of Higher Priced

White Shoes
This group has broken sizes and broken styles. However, all are much higher priced shoes at clearance prices. Pumps, straps, ties in kid and Normandy cloth materials. Every pair a BAR-GAIN. Every pair suitable for wear now and later this fall.
\$1.49 PAIR

Better Shoes, at

\$1.99
We reduced for clearance about 200 pairs of shoes. In the group you'll find pumps, straps, ties, in high or Cuban heels. Broken sizes and styles. Every pair greatly reduced from higher priced shoes.
—Downstairs at Ayres.

AIR-COOLED

Buy Your Winter Coat Now... In
Air-Cooled Comfort... At Phenomenal
Savings... In Our Great

**Annual August Sale of
Fur-Trimmed**



**Winter
COATS
\$28**

This year you're going to have a new coat! This year you're coming to Ayres Downstairs Store to get YOURS... where it's cool and comfortable and the prices are decidedly low. The new coat fashions for 1934 are as different as two peas in a pod from last years... In detail... in fur treatment... in fabric... and in silhouette. Every woman can flatter her way into favor, in a new black or brown coat, the two glorifying colors for wear all winter long. Sizes for women, misses and juniors.

Fur Trimmings:

Marmink	Fitch	Badger
Lapin (Rabbit)	Fox Paw	Dyed Fox
French Beaver (Rabbit)	Brown Caracul	Red Fox
Skunk	Black Caracul	
Pointed Dog	Vicuna	

New Fashion Features:

- Silhouette slim as a pencil
- Sleeves are more interesting
- Collars are placed higher and are cut to make woman look slimmer
- Furs are shaped and placed on coats as dressmaker touches
- Fabrics are dressy and novel
- Simplicity is the keynote for all the new fall fashions

—Downstairs at Ayres.

Friday! We Present a Lucky Purchase of
10,000 Yards of Very Fine Quality

Cotton Prints
From 3 Famous Makers

At a Very
Special
Sale Price—

19c YARD

"Dumaris"
Bon-Bon Prints
"Andersons"
Zephyr Prints
"McKays"
Kippy Prints

We purchased the discontinued patterns, the product from these three famous mills, at a sensational low price. You can choose from 50 or more patterns and colors. Choice of white grounds, light colored grounds and dark grounds in stripes, floral and figured designs. For summer frocks, for school suits or dresses for aprons and house dresses.

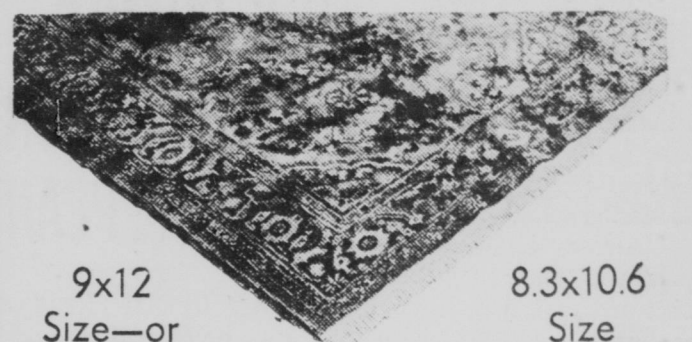
Summer Wash Goods Reduced

We've reduced for clearance a group of better wash goods in full bolts and remnants of printed sheer cottons. Plenty of patterns and colors.
10c Yd.

Dark Colored Fall Cottons

Choose from printed cottons in dark prints. In the wanted shades of brown, green, wine, blue and etc. Suitable for wear to school. Various patterns.
19c Yd.

—Downstairs at Ayres.



9x12 Size—or 8.3x10.6 Size

**American Oriental
R-U-G-S
\$24.95**

These heavy seamless rugs are made by some of America's leading manufacturers including Clifton's, Victorys and Oritanas Persians. You can select yours from a huge assortment of modern and Turkish patterns in red, rose, blue, tan, taupe and rust. Many of the colors are woven through to the back. Some imperfections in the group.

Other Rug Bargains:

Cotton Orientals, 36x63	\$3.95
Heavy Grass Rugs, 6x9	\$2.79
Heavy Grass Rugs, 4x7	\$2.29
All Hair Rug Pads, 9x12	\$3.95
Cotton Oriental Runner, 27"x9 ft.	\$6.95
"Tu-Tone" Rugs, 6x9, imperfect	\$5.95

—Downstairs at Ayres.

A Bargain Sensation In

Men's Shirts
69c

We've a limited quantity of these fine broadcloth shirts in plain white and plain colors. They're pre-shrunk, are perfectly cut for comfort. Collar attached style. Sizes 14 to 16.

Men's Socks
5 Pr., **\$1**

These are in pastel colors with a fine selection of patterns and colors. Sizes 10 to 12. Long wearing.

Men's Wash Ties
Ea., **10c**

Men's fast color cotton wash ties in a beautiful assortment of summer colors and summer patterns.

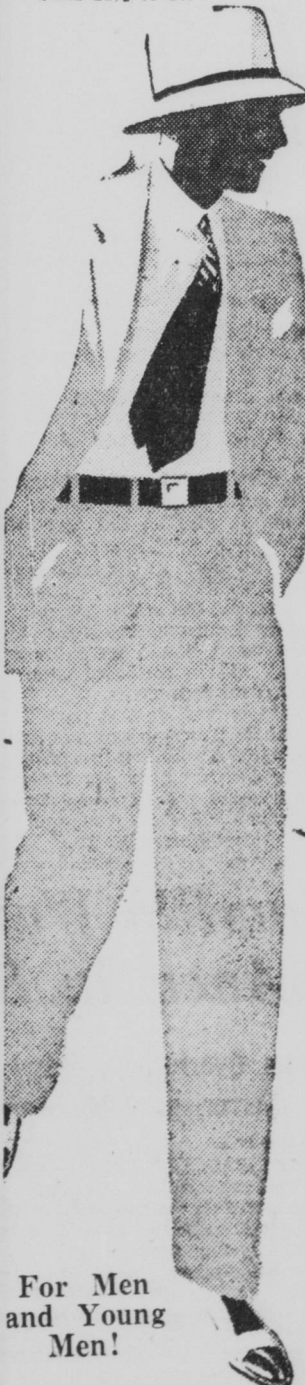
Men's Shirts and Shorts
The shirts are of fine Swiss rib knit. Sizes from 34 to 46. The shorts are Gov't. standard cut. In neat patterns and colors. Sizes 30 to 42.
25c Ea.

Auto Brand Work
Shirts, **59c**

These Auto Brand shirts are full cut, well made and triple stitched at points of strain. Sizes 14½ to 17.

Men's Ties
Ea., **25c**

Men's hand-tailored ties in a large selection of conservative patterns and colors.
—Downstairs at Ayres.



A Big Purchase
and **SALE!**

**Sanforized
Shrunk
Summer
SUITS**

At 1-3 to 1-2 Less
Than Regular!

\$3.95

The manufacturer had a surplus stock... our buyer was on deck when he needed some extra cash. Result... a fine selection of summer suits were picked up at a "give-away" price... and they go on sale at 1/3 to 1/2 LESS than our REGULAR PRICE!

- Regulars
- Stout
- Longs
- Shorts
- Pinch Backs
- Whites
- Black and White Nubs
- Tan and White Nubs
- Cherokee Seersuckers

For Men
and Young
Men!

Men's Slacks
SALE PRICED
We've taken a huge assortment of men's better pre-shrunk cotton or seersucker slacks in stripes. Well made, full cut. Waist sizes from 28 to 48.
89c PAIR
Downstairs at Ayres.—