

The "BUY WAY" OF INDIANAPOLIS AYRES A DOWNSTAIRS AIR-COOLED STORE

It's So-o-o Restful to Eat Luncheon in Our Cool Downstairs Lunchroom!

Shop for Everything You Need in This Big, Cool Store—On One Floor!

Tomorrow! We're Ready With Our New

Rain-'r-Shine* Sports Coats

★ REGISTERED

Exclusive New Fashions for Fall—Winter—Spring!

\$19.75

The "tougher" the weather, the better our big husky "Rain-'r-Shine" Coats like it! They're made expressly for Ayres Downstairs Store . . . and they're made to "take it" . . . and still look utterly smart . . . in fair weather or foul. Wear one back to college! For fall and winter sports! For motoring! For shopping! For business! We have them in beautiful twisted boucle tweeds, nubby tweeds, and Napperdown tweeds. Sizes for misses, juniors and women.

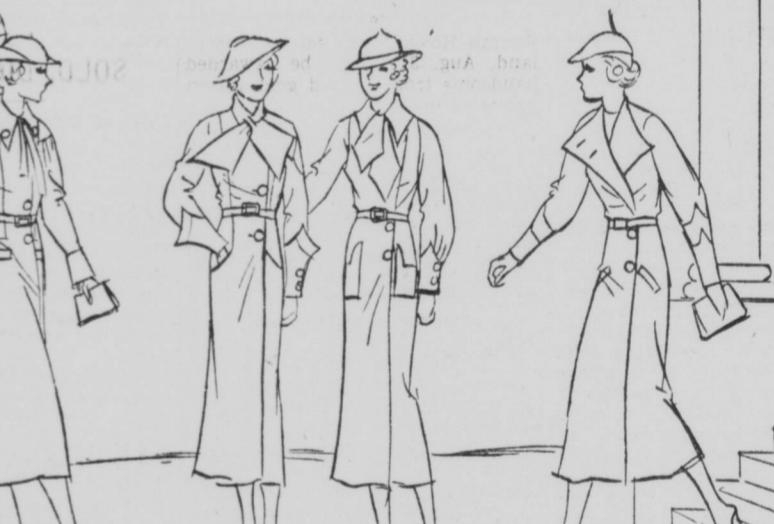
- Tans
- Browns
- Greys
- Mixtures

"Rain-'r-Shine" Coats

With Luxurious Fur Collars

These coats offer the utmost in fine tailoring, fabric and fur. For **\$38**

—Downstairs at Ayres.



- For Campus Wear
- For Motoring
- For Sports Wear
- For Shopping
- For Business
- For Tailored Smartness



House Slipper SALE!

Tomorrow at 9!
One of the Biggest
Slipper Bargains
in Our History!

59c
PAIR

Tomorrow we begin a great companion sale to our famous \$1 house slipper event! This time the price is only 59c . . . and it's the biggest 59c worth of slipper imaginable! The soles are made of genuine leather cowhide—the uppers of Zapon which is tough and durable, but soft and pliable—choice of boudoir or bridge styles, with pompon or bow trim. An outstanding bargain! Shop early, or . . .

Order by Mail—Or Phone RI. 9441

—Downstairs at Ayres.

Only a Few More Days in This August SALE!

IRREGULARS of
R-I-N-G-L-E-S-S

WONDER BAND
PATENTED
Silk Stockings

Wispy Sheer! Crystal Clear!
—and You Save 25%

60c PAIR

This is the stocking that you have been cheerfully paying just one-fourth more for! It's the stocking that's protected by the "Wonder Toe," the "Wonder Heel," and the "Wonder Band." It's the stocking that's marvelously free from those ugly ring clouds . . . wispy sheer . . . yet crystal clear. And during this August sale, you can buy them at a bargain price! New fall colors. Sizes 8½ to 10½.

—Downstairs at Ayres.

August Sale!

Much Higher Priced

Pure Silk SLIPS

\$1.65

Tomorrow we reduce a large group of our finer quality pure silk slips—because they have become slightly soiled from display. Choice of straight or California V tops. Lace trimmed at top and hem; bias cut for perfect fit. Sizes 34 to 44.

New Balbriggan PAJAMAS, \$1

Fine, soft quality balbriggan in a grand assortment of two-piece styles and two-tone color combinations.

—Downstairs at Ayres.

Half-Size Frocks

Solve the Fashion Problem for Women Who Say:
"I'm Hard to Fit"

\$6.95

These dresses were designed expressly for women who are five feet three or under . . . and more or less overweight. They are designed for women who look upon the sleek, slim fashions . . . and wistfully wish they could wear such lovely frocks. We say: "Turn to our HALF SIZE FROCKS and you'll look smarter than you ever dreamed!" They are made with larger bust, wider hips, deeper armholes—and they are perfectly adapted to the new fall mode.

- Gleaming Black Satins!
- Adorable New Sheers!
- Smart Travel Crepes!

Sizes 16½ to 24½

—Downstairs at Ayres.



We're Proud to Present Such Complete Assortments of New Ready-to-Hang Damask Drapes

FULLY LINED! PINCH-PLEATED!
FITTED WITH HOOKS!

A big section of our complete drapery department has been given over to the display of these fine new ready-made damask drapes! We have them in widths from 24 to 50 inches—in every wanted color—at the price you want to pay! Begin now to brighten your home for winter!

Plain color rep damask drapes, 24 inches wide; 2 1-3 yards long; lined with broadcloth; green, rust, blue, red or gold.

\$2.69
PAIR

\$5.00
PAIR

Lovely new figured damask drapes; lined with sateen; 36 inches wide by 2 1-3 yards. In red, green, gold or blue.

\$3.79
PAIR

\$5.00
PAIR

Fine rep damask in plain colors of green, blue, red, rust or gold. Sateen lined; 36 inches wide by 2 1-3 yards.

\$3.98
PAIR

\$6.95
PAIR

—Downstairs at Ayres.