

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

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

AIR-COOLED

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

Final Clearance! RUMMAGE

For Girls and Children

Tots' organdy dresses
Boys' Wash Suits
Child's Sleeping Pajamas
Rayon Bloomers or Panties
Infants' Nainsook Dresses
Child's Lace Trimmed
Muslin Combinations **25c**

Boys' Wash Suits
Tots' Printed Dresses
Infants' Pique Coats
Toddlers' Seersucker Sun Suits
Girls' Summer Dresses
Girls' Pajamas
Girls' Novelty Wool Skirts **39c**

Girls' Better Dresses
(mostly sports piques) **59c**
Girls' Early Fall Wool Frocks
—Downstairs at Ayres.

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, Crashtone, Sherrytone. Ir-
regulars. **39c** Pr.

Children's and Misses' Ankle Socks, Pair

A varied selection of "Buster Brown" ankle
length socks, including first quality and
irregulars. In assorted color combinations
and plain colors. Sizes 6 to 10. **10c**

—Downstairs at Ayres.

All-Lastex

GIRDLES

They Stretch
TWO Ways—for
the price of ONE **\$1.00**

These little garments are just what
youthful figures need—to give just
the right support, and to make
lower priced dresses fit "like a mil-
lion." Small, medium and large.

—Downstairs at Ayres.



★ DON'T Let Hot Weather
Bluff You Out of Saving on
Your Winter Coat! You'll
Be Comfortable in Ayres
COOL Downstairs Store ...
While You Try On These

Luxurious New FUR COATS

Rich Gleaming Sealines ★
August SALE Priced!

\$58

Indianapolis women are fast discovering that Ayres
Downstairs Store is offering truly sensational values
in its August Sale of coats! And this fine group of
Sealine fur coats is by far the "best seller!" It's next
to impossible to keep them in stock long enough to ad-
vertise. For tomorrow we have just 20 coats ... beau-
tifully tailored of fine skins ... in Fashion's slim new
lines ... lined with durable brocaded lining. In sizes
for misses and women. ★ Seal-Dyed Rabbit.

Other Fine Fur Coats
\$88-\$99⁵⁰-\$149⁵⁰
—Downstairs at Ayres.



New Transparent

Velvet Berets

In New Dressy Styles for
Daytime, Afternoon, Evening!

\$1.98

Here are the types of berets that you'll wear all during
the day this fall! Not the same one for all occasions,
of course, but if you are beret-minded and "dressy"
you'll choose several from this grand assortment—just
arrived. In classic black, rich brown, intoxicating reds
and flattering blues. —Downstairs at Ayres.

Final CLEARANCE!

Just 300 Pairs Women's

Summer Shoes

Our Entire
Remaining Stock, at

\$1.00 PAIR



Right at the time when your sum-
mer shoes are beginning to look
"fratty"—we reduced all our re-
maining summer shoes to this final
low price. Included are toeless
sandals, ties, pumps, and straps.
All-white, elkskins, and sports
combinations. Mostly small or
large sizes.

Children's School Shoes

Our children's shoes offer one of the finest
values we know of! Made of good honest,
sturdy leather that wears and wears! All
sizes. **\$1.79**
—Downstairs at Ayres.

CLEARANCE

Our Entire Stock of

Cotton Dresses

A big, outstanding group of much
higher priced cotton frocks—mostly
sheers—in attractive summer styles.
Broken size and color assortments.

This is the remainder of our very fine-
est cotton summer frocks—drastically
reduced! Sheers, prints, piques and
broadoths. Broken sizes. **\$1.39**
—Downstairs at Ayres.

Men's and Boys' Committee Bought ★

SHORTS

25c Each

Men and boys alike think our committee bought shorts
are the best fitting, the best quality shorts to be had
at this price. They're full cut with extra large seat.
They're fast colors and vat dyed. And they come in
neat and fancy patterns with elastic sides. SIZES for
the boys' 24 to 30. For the men, sizes 30 to 42.

Men's and Boys' Athletic Shirts, **25c**

★ Committee-Bought

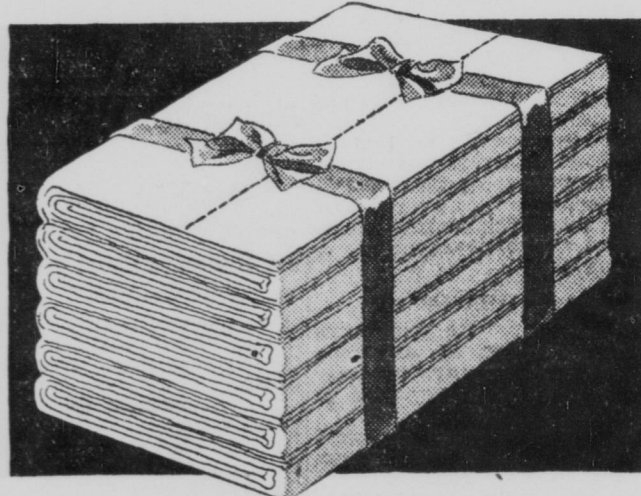
... means that you are getting the very finest garment
available at the price! A committee of "high-power" buyers
from 20 of America's greatest stores set up the most exacting
specifications—and then buy in such tremendous quantities
—that the maker selected, is able to slash the price! Ayres is
a member of this buying group!

—Downstairs at Ayres.

Friday and Saturday Only!

A Special SALE of Our Durable

Envoy SHEETS



At a "Now or
Never" Low Price!

89c Each

Your Choice of 81x99,
72x99 or 63x99

Economy Note: Sheets will wear longer if you buy
six sheets for each bed—two on the
bed—two on the shelf—and two "in the wash."

Clearance!

Cotton Remnants

Our summer lines of sheer wash
goods remnants have been radi-
cally reduced to clear! Voiles,
batistes and lawns. Also a few
bolts. **10c** Yd.

Towel Mill Ends

A big purchase, mill ends of fine
bath towels; can be used as wash
cloths or face towels. Limit of
10 to a customer! **10c** Ea.

Envoy Pillowcases, 25c Ea.

Cases are the same fine quality as Envoy sheets;
made 42x36 inches.

Order by Mail or Phone!
—Downstairs at Ayres.

CLEARANCE

Men's and Young Men's



Year-'Round Weight

Wool Suits

At a Real Bargain Price—

\$15.95

Men! We've just reduced our higher priced all-wool
suits to make room for newly-arrived fall and winter
goods! Our sacrifice is your "gravy"—so come and
get it! There are worsteds, tweeds, flannels, twists,
stripes, checks. In gray, brown, tan or blue. Sizes 35
to 42 in the lot.

Sanforized Summer Suits ... **\$3.95**
Pre-Shrunk Wash Slacks ... **\$1.00**
—Downstairs at Ayres.