

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

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

Final Clearance!

RUMMAGE For Girls and Children

Tots' organdy dresses	25c
Boys' Wash Suits	
Child's Sleeping Pajamas	
Rayon Bloomers or Panties	
Infants' Nainsook Dresses	
Child's Lace Trimmed	
Muslin Combinations	
Boys' Wash Suits	39c
Infants' Printed Dresses	
Infants' Pique Coats	
Toddlers' Seersucker Sun Suits	
Girls' Summer Dresses	
Girls' Pajamas	
Girls' Novelty Wool Skirts	
Girls' Better Dresses (mostly sports piques)	59c
Girls' Early Fall Wool Frocks	

—Downstairs at Ayres.

CLEARANCE!

Women's Full-Fashioned

Chiffon Hose

39c
Pr.

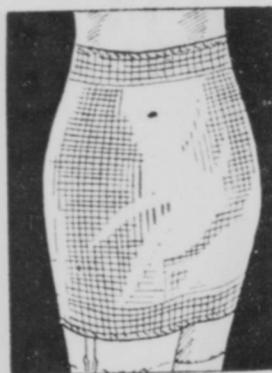
These hose are wispy and exquisitely sheer. Full fashioned with dainty picot tops, ravel stop and foot fully reinforced. Sizes 8½ to 10½. Colors in Sunny, Crasstone, Sherrytone, Irregulars.

Children's and Misses' Ankle Socks, Pair

10c

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.

—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 million." Small, medium and large.

—Downstairs at Ayres.

CLEARANCE

Our Entire Stock of

Cotton Dresses

89c

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 finest cotton summer frocks—drastically reduced! Sheers, prints, piques and broadcloths. 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.

AIR-COOLED

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



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.

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 advertise. For tomorrow we have just 20 coats . . . beautifully 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-\$99 50-\$149 50

—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 summer shoes are beginning to look "raty"—we reduced all our remaining 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

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.

Clearance!

Cotton Remnants

Our summer lines of sheer wash goods remnants have been radically 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.

At a "Now or Never" Low Price!

89c
Each

Your Choice of 81x99,
72x99 or 63x99

Our fine "Envoy" sheets are specially built for SERVICE! They are made up to our high standard . . . not built down to a price! They are full 64x64 thread count—a fine weave which means greater tensile strength! They have NO STARCH FILLING to make them weigh more, and wash out at their first laundering. Each \$1.99 sheet weighs 1 lb., 12 oz., which means you get MORE COTTON and MORE WEAR! Remember! This sale price is for Friday and Saturday only!

Envoy Pillowcases, 25c Ea.

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

Order by Mail or Phone!

—Downstairs at Ayres.