

The "BUY WAY" OF INDIANAPOLIS* AYRES DOWNSTAIRS STORE

Store Hours From Now Thru
Sept. 4: Daily—9 A. M. to 5
P. M. Saturday—9 A. M. to 1 P. M.

AIR-COOLED

When You're Tired, Thirsty and Hungry
Ayres Downstairs Store's Cool Luncheon
Is the Ideal Spot to Stop for Refreshment



Save on Friday!

New Fall Dresses

Authentic Fashions for Women,
Misses and the Junior Miss!

\$3.98

The new fall fashions are arriving daily in the Downstairs Store at this popular low price! We show 2 smart, authentic fall fashions, on the left a black sheer with black net top in white figures. Size 16. At the top is a navy blue polka dot satin in size 15. Come on down and discover the remaining fall fashions.

Sizes 11 to 19, 14 to 20, 38 to 44!
—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

First Quality "NEVERMEND"

Pure Silk Stockings

The most economical pure silk stocking we know of at this inexpensive price! It's a marvelous 4-thread, seamless chifon (also service weight) with specially made stretch top and silk plaited heel and toe. In smart shades to wear now! Sizes 8½ to 10½.

39c

—Downstairs at Ayres.

PAIR

Save on Friday!

"Nevatere"
SHEETS
79c

EACH

Size 72x99 or 63x99

This is our famous long-wearing quality sheet, torn size before hemming. For twin beds or top sheets with 3-year guarantee!
—Downstairs at Ayres.

Save on Friday!

New Dress
Corduroy
49c

Yd.

In Remnant Lengths

Wide or narrow wale corduroy in suitable dress lengths. A big assortment of colors, reds, greens, blues, etc.

—Downstairs at Ayres.

FRIDAY SALE!

Rayon, Cotton and Curtain

Yard Goods

Wash Goods
Remnants

Final clearance of summer wash fabrics in various lengths and for various uses. Choice of a great assortment of cottons in many colors.

10c

Yd.

Curtain Goods

A fresh assortment of new curtain goods from a famous maker. Choose from many different weaves in wanted lengths.

Rayon Taffeta... (Seconds, Dark Colors)..... 10c yd.

—Downstairs at Ayres.

Women's Rayon Slips —\$1.00

Swan-Glo 100 rayon dinner slips. Calif. V or straight lace tops. Sizes 34 to 44. Tearose and white.

Rayon Undies —25c

Plain or novelty rayon panties, stepins, bloomers or vests. Tailored at hems. Sizes 27 to 29.

Cotton Union Suits 3 for \$1.00

Women's cotton knit union suits with built-up shoulders. Sizes 36 to 44.

Rayon Gowns —69c

Plain or novelty weave rayon gowns with round or V necks. Lace or tailored. Sizes 16-17.

Rayon Undies —44c

Discontinued numbers in rayon panties, briefs or stepins. Broken sizes.

Pongee Pajamas —\$1.00

Silk pongee pajamas or coolie coats with oriental trim. All sizes.

Pure Silk Undies —69c

Pure silk dancettes, chemise, panties, lace or tailored styles. Sizes 22 to 40. Tearose.

Batiste Gowns —69c

Women's printed batiste gowns with V or round necks. Sizes 16-17.

Pure Silk Slips —\$1.59

Women's pure silk crepe slips with Calif. V or straight lace tops. Bias cut, 4 gore styles. Sizes 34-44.

Tots' Play Togs —19c

A cool assortment of washable seersuckers and prints. Sun back styles. Broken sizes and styles.

Infants' Gowns —19c

Infants' flannelette gowns and wrappers in pink or blue colors.

Infants' Blankets —19c

Infants' wrapping blankets in either pink or blue colors.

Handmade Creepers —39c

Infants' and toddlers' hand made creepers in pink or blue. Broken sizes.

Quilted Pads —10c

Infants' quilted pads. Classed as irregulars... but will give you good, long service.

Stockinette Sheets —10c

Size 17x18 inch stockinette sheets. Classed as irregulars.

Tots' Fall Dresses —59c

Tots' new fall cotton dresses. Novelty prints and solid colors in the group. Sizes 1 to 6.

Girls' Bicycle Dress —69c

Girls' 3-piece bicycle dress with blouse, shorts and wraparound skirt. Broken sizes.

Girls' Fall Dresses —69c

New fall cotton dresses in novelty stripes, polka dots, prints, solid colors. Sizes 7 to 16.



SHOP AND SAVE ON FRIDAY!

New Fall HATS

This season you can "let yourself go" in choosing the hat you want to wear with your costume. We're ready with many new fall hat styles in the types we know you'll like. This selection includes forward brims, small brims, medium brims, off-the-face types, turbans, peach baskets, high crowns in felts, velvets and taffetas.

\$1.39

EACH

—Downstairs at Ayres.

Cheese Cloth —5 yds. 15c

5-yard package of cheese cloth. You'll find many uses for this around the home. Soft, bleached and absorbent.

Spreads and Drapes —\$1.00 ea.

Limited quantity, reduced for clearance! Printed chintz and cretonne drapes and spreads to match.

Striped Awnings —79c ea.

Painted stripe awnings... odd sizes, some are 30 inches wide. Reduced for clearance! ... to about ½ price!

Drapery Goods —19c yd.

Remnants and odd bolts in cretonnes, slip cover fabrics and colored nets. Reduced for clearance!

Cloth of Gold —8 yds. \$1.00

That famous No. 60 Cloth of Gold muslin... soft finish, pure bleached. Limit of 8 yards to a customer!

All Silk Pongee —15c yd.

12 momme weight, all silk pongee. 33 inches wide. In natural color. Limited quantity!

Comfort Covers —\$1.00

Just 48 comfort covers at this price... first here pick up a real bargain! Printed percale covers.

Dress Linen —10c ea.

Samples of higher priced quality dress linen. Approximate 1-yard squares.

Knit Dress Goods —19c yd.

This dress goods has a woolly appearance and comes in fall colors. 48 inches wide. Limited quantity.

Table Covers —50c ea.

Lintex and Meritas table covers. Just 36 in the group. Hurry down to get this remarkable value.

SHOP AND SAVE ON FRIDAY!

Designed to Fit the Regulation Requirements of Nurses...
Dentists' Assistants... Housewives... Professional and
Business Women!

Nurses' Oxfords

\$1.99

PAIR

Scientifically Designed for
Comfort and Fit!

• Black or white oxfords! • Selected quality leather soles! • High quality selected kid-skins! • Built-in steel shank that supports the arch! • Sturdy rubber heel lifts, that provide an added cushion for easy walking on hard surfaces! • Designed to fit regulation requirements!

—Downstairs at Ayres.



Clearance Sale!

Drastically Reduced in Time for
Hot August and September Days!

Embroidered Eyelet Batiste Dresses

\$1.09

EACH

Sizes 14 to 40... But Not Every
Size in Each of the 10 Colors!

Tomorrow you save on those smart, cool, summer eyelet dress styles. Choose from 10 youthful styles, in 10 delightful summer colors. All are fast colors, unconditionally guaranteed. These dresses are smartly cut, well made to give you worlds of wear. Broken sizes... but sizes 14 to 20 and 38 to 40 in the group.

—Downstairs at Ayres.

AUGUST SALE!

Fine Quality 9x12 Size

Plain Broadloom CARPET RUGS

\$23.95

Other Sizes in
Broadloom
Carpet
Rugs

9x15	\$31.95
9x18	\$37.50
9x21	\$42.95
9x10.6	\$21.95
9x6	\$13.25
9x7.6	\$18.95

Here is a rare value opportunity! During this August sale we offer broadloom carpet rugs for bedroom, dining room or living room at tremendous savings. Plain rose taupe color, perfect quality and seamless construction. Heavy type quality that will wear for ages!

—Downstairs at Ayres.