

Final Clearance!

Women's Sandals  
White or Colored300 Pairs at \$1 PAIR  
1/2 of Original Price

Final Clearance of just 300 pair of white or colored simulated patent leather sandals . . . 1/2 of original price! Just the shoe fashion to wear during the remaining days of summer. Choice of medium, low or high heels in toeless style. Sizes 6 to 8 in the group, but not every size in every color.

Downstairs at Ayres.

Final Clearance!  
Wash Frocks

500 Reduced to 99c Original \$1.69 Value

Take advantage of the tremendous reductions offered tomorrow on these 500 wash frocks, all fast colors and in a grand assortment of styles. Choice of eyelets, flock dot voiles or blister sheers in many smart colors and exciting color combinations. Sizes 14 to 20, 36 to 32, but not in every style.

400 Summer Dresses	69c
Cool wash frocks in cotton voiles, cotton laces. Broken sizes and colors.	
150 Ankle Length Organzies	50c
Originally priced at \$1.95. Ankle length styles in crisp, cool radiant colors. Broken sizes.	
75 Summer Dresses	1.39
Originally \$1.95. Printed voiles and cottons in plain dark or pastel colors. Broken sizes and styles.	
125 Summer Dresses	1.59
Originally \$1.95. Flock dots, sheers in whites, pastel colors or prints. Broken sizes, colors and styles.	
150 Summer Dresses	25c
Broken sizes and colors. Cotton prints in desirable styles and colors.	

## Beachwear REDUCED

15 Wool Swim Suits	\$1.00
15 Pairs Bathing Shoes	19c
5 Beach Coats	\$1.00
20 Bandana Visors	10c
15 Overalls	\$1.00

20 Slacks \$1.00

20 Overalls \$1.00

20 Slacks \$1.00

50 Culottes \$1.00

25 Culottes \$1.00

50 Blouses \$1.00

Ideal for wear now. Plain colors in smart styles. Broken sizes.

40 Summer Sports Frocks \$99c

Choose from cotton, laces, crepes and piques in dark or light colors. Broken sizes and styles.

20 Sports Dresses \$1.39

Greatly reduced from a higher price. You'll find cotton laces, crepes and piques. Broken sizes and styles.

Jodhpurs and Breeches \$1.00 and \$1.49

Heavy, serviceable riding breeches and jodhpurs, smartly cut and striped. Broken sizes and colors.

★ Foundations Reduced

81 Girdles and Combinations	19c
63 Girdles and Combinations	50c
55 Girdles and Combinations	79c
203 Bandeaux	10c

(All Broken Sizes)

It's a Lucky Woman  
Who Wears Size 8 1/2 Hose!

SIZE 8 1/2

REAL SILK  
"Breezy Knee" Hose

Irregulars of Real Silk Breezy-Knee Hose in size 8 1/2 only! These are full fashioned. Broken colors. NO MAIL ORDERS!

Women's Cotton Hose 10c Pr. First quality cotton hose, ideal for everyday wear around the house or out in the garden. Sizes 8 1/2 to 10 1/2 in the group.

Women's Silk Hose 39c Pr. Sizes 8 1/2 and 9 only! Irregulars from a famous maker. You'll find full-fashioned service weight in this group.

Downstairs at Ayres.



★ (REGISTERED)

Friday! A Very Important E. O. M.  
... the Last Before School Opens!

EVERY mother in Indianapolis should be intensely interested in this mammoth August E. O. M. Sale! It is the LAST E. O. M. before school opens . . . and our children's departments are teeming with exciting bargains for school-bound children—of Ayres QUALITY—at very, VERY SPECIAL PRICES! Not only the children will benefit . . . you'll find E. O. M. bargains in every department all over the store . . . upstairs and down! There are odds and ends of soiled and matted goods, broken color and size assortments, and some soiled merchandise . . . ALL DRAS-TICALLY REDUCED FOR QUICK CLEARANCE! Come early—you will find PLENTY to interest you. No Phone, No Layaways, Mail or C. O. D. Orders!

## Boys' School Shirts 2 for \$1 Girls' Wash Frocks 59c EACH

Special for EOM! 600 fast color school shirts in plain white or wanted fancy patterns. Well made, full cut to give long wear. Junior sizes, 8, 10, 12. Boys' sizes 12 1/2 to 14 1/2. (1 shirt for 59c). Boys' School Knickers \$1.00 Fully lined cassimere school knickers in grays and tans. Sizes 6 to 15 years in group. Boys' School Sweaters \$1.00 Part wool sweaters with zipper fronts and Johnny neck. Also slipover style. Sizes 28 to 36. Tan, blue or gray colors.

185 Pairs Children's School Oxfords, \$1.99  
Black or Brown—All Sizes in Lot, 8 1/2 to 3—Radically Reduced!

Tots' New Fall Dresses 59c  
New fall cotton wash frocks in novelty prints, stripes or polka dots. All are washable and fast colors. Complete selection for EOM!

Clearance! Tots' Play Togs 10c  
Final clearance of tots' play toggs for summer. Also included in group is headwear, pajamas. Broken sizes.

Infants' Dresses 39c  
Counter soiled and matted, therefore drastically reduced for clearance. Dresses and creepers, hand-made styles.

Tots' Play Togs 49c  
Clearance! Tots' play toggs and boys' wash suits, including "longies." Broken sizes.

## Ready-to-Wear CLEARANCE!

175 Summer Frocks \$1.88  
Styles you'll want for right now and the next few weeks . . . choose the one you like at a next-to-nothing price! Whites, pastels and dark colors and prints included. Broken sizes.

100 Summer Dresses \$2.88  
These dresses formerly sold for around \$3.50. Whites, light colors and prints. Plenty of different styles, but a limited number in each. Broken sizes. For women.

250 Summer Dresses \$1.38  
Reduced for clearance! In this EOM group you'll find washable crepes and prints for women and misses. Broken sizes and colors.

100 Summer Dresses \$1.68  
Plenty of whites in this group and a good sized quantity of pastel colors. Made of Rex acetate. Sizes 14 to 44. But not every style in each size.

"JUNIOR-MISS" FROCKS  
100 Summer Dresses \$1.88  
Prints, cottons, printed linens, crepes in dark colors, whites and pastels. Sizes 11 to 19, but not in every style or color.

39 Summer Dresses \$1.00  
Final clearance! Greatly reduced for EOM! Wanted styles for wear right now. Broken sizes.

19 Summer Formals, Reduced \$1.50  
Formerly sold for \$3.00. Crisp, cool trailing organzies. Broken sizes.

## Buster Brown Hose, 5 Pair \$1.00

Parents! Save on serviceable stockings for back to school bound children. First quality, long wear Buster Brown stockings are special for EOM at 25c pr. 1/2 length.

Full Length Hose 5 Pr. \$1.00  
Children's full length hose. Serviceable, long wearing quality. Broken sizes and colors.Children's Anklets 6 Pr. \$1.00  
Pretty colors and made of serviceable, long wearing cotton. Broken sizes.Children's 5/8 Hose 15c pr.  
Irregulars. Broken sizes and colors. Will give you plenty of "rough and ready" service.

50 Plaid-Back SPORTS COATS  
Drastically Reduced!  
\$7.99

A variety of smart swagger styles are here in this fine assortment of general utility coats—also chub models with belted and pleated sports back. You'll find the fashion in business, sports school, motorizing, shopping or travel. Choose from bold plaids, sporty checks, and mixture weaves—brown, gray and tan. Sizes for misses and juniors.

## 20 Winter Coats at Big Reductions

6 Coats at.....	\$7.00
7 Coats at.....	\$12.00
7 Coats at.....	\$18.00



For E. O. M. Only!

## Men's Wool Suits \$10

You'll find these wool suits perfect for general daytime wear to work or traveling about. Well made, smartly cut . . . reduced from a higher price! Regulars, longs and stouts in the group.

Men's Tropical Worsted Suits, \$7.50  
Get one for wear the rest of the summer and for next year, too. Limited quantity. Broken sizes.Men's Wash Suits \$1.79  
Sanforized wash suits of superior quality in tailoring. Linens, nubs and odd lots. Broken sizes and styles. Limited quantity.

Downstairs at Ayres.

## 600 Men's Shorts 6 for \$1.00

These shorts are full cut, with generous cut seat and elastic sides. In neat fancy patterns. Well made, first quality. Sizes 30 to 42.

Athletic Shirts 6 for \$1.00  
Well made for continuous washing. Full cut. Sizes 34 to 42. Select seconds.Men's Socks 8 pr. \$1.00  
Odds and ends of Shoreline style socks. Just 226 pairs. Also regular length styles in lot. Broken sizes.Men's Ties, Reduced 6 for 50c  
Final clearance of a big group of summer ties greatly reduced. Another group greatly reduced to 3 for 50c!

## Rayon Taffeta Slips 45c

Styles with California V or straight bodice lace and tailored trimmed. Bias cut. Tearose, white and dark shades. Not every size in each style.

Women's Gowns 50c  
Plain color Porto Rican or printed batiste gowns with V or round neck. Hand applied in contrasting colors. Sizes 16 to 17.Silk or Satin Panties 50c  
Silk crepe or satin panties with lastex at waist. Tailored or lace trimmed styles.Muslin Slips 29c  
Straight bodice top regulation length. Narrow hem. Broken sizes.100 Denier Slips 89c  
Swan ray slips with California V or straight lace tops. Bias cut. Sizes 34 to 44. Tea rose and dark shades.Women's Cotton Vests 19c  
Cotton knit vests with built-up shoulders, tailored band finish. Drawstring front. Sizes 36 to 44. Seconds.Cotton Union Suits 3 for \$1.00  
Built-up shoulder style. Band finish, tight knee style. Sizes 36 to 44.Rayon Undies 19c  
Plain or novelty weaves. Panties, step-ins, briefs, bloomers or vests. Tailored band finish. Sizes 27 to 31.Sheer Rayon Panties 29c  
Panties, briefs or stepins with lastex waist. Plain tailored hem. Regular sizes.

## Soiled Blankets and Comforts—1/4 OFF

These have been counter soiled or matted from display. A trip to the cleaner or laundry will make them like new. Single and double blankets. Only one of a kind styles.

Silk, Rayon, Acetate Remnants 10c ea.

Choose from 1/4 to 1/2 yard remnants in many different weaves and colors.

Bridge Sets 29c  
Just 49 sets reduced for clearance! Hand made styles. Come boxed.Cotton and Rayon Spreads 14 off  
Just 34 fine quality full size spreads, cotton and rayon bedspreads. Several patterns and styles. Only 1 or 2 colors in each.

## 14 Wool Comforts

Remember what a cold winter we had last year? Be prepared this year in advance. Rayon \$3.98 covered on both sides. Classed as seconds. Regular cut size, 72x84 inches.

Rummage As Marked!  
A table of rummage. Soiled and matted or damaged. Towels, bath mats, lunch cloths and dresser scarfs.Colored Organdy 1/2 Price  
Limited quantities of various colors and qualities. Permanent finish. Sizes 40 and 45-inch widths.Silk, Rayon Remnants As Marked  
Silks, rayons, acetate, remnants in various lengths. From our own stock. As marked.Famous "Scranton" Lace Pair Curtains  
One pattern only . . . greatly reduced to close out. Famous Scranton quality with slotted top \$1.00 PAIRDrapery Damask 25c yd.  
60x60 inches. Limited quantity. Several different qualities and colors.Organdy Curtains 59c pr.  
Just 67 pairs of 32x2 1/2-yard curtains in pastel colors. Also 17 pairs of unglazed chintz curtains. Ruffled style.Curtain Goods Remnants 10c yd.  
This curtain goods has been accumulated from our own stock of higher priced merchandise. Many useful lengths, for panels, sash and door curtains.

## RUG Clearance

at Drastic Reductions

1—9x12 Used Seamless Axminster	\$12.95
1—11x15 Seamless Axminster, 1/2 price	\$44.95
2—7x6 9 American Oriental	\$19.95
6—27x54 Wilton Throw Rugs	\$3.95
1—27x48 Sample Rug, Rust Color	98c
65—24x36 Colonial Chenilles	69c
1—9x12 Colonial Plaid Seamless Axmin.	\$23.95
Inlaid Linoleum, cemented down, sq. yd., laid	\$1.29
15—Carpet Remnants, 1/2 price, yd.	75c
4—Linoleum Remnants, Inlaid, yd.	50c
Carpet Rugs	1/2 price
1—9x12 Used Felt Base Rug	\$1.99
23—Rubberized Glider Covers	\$1.00