

Final Clearance!

Women's Sandals

White or Colored

300 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-sheer crepes in many smart colors and pleasing color combinations. Sizes 14 to 20, 22 to 24, but not in every style.

- 400 Summer Dresses 69c
Cool wash frocks in cotton voiles, cotton laces. Broken sizes and colors.
- 150 Ankle Length Organdies 50c
Originally priced at \$1.98. Ankle length styles in crisp, cool radiant colors. Broken sizes.
- 75 Summer Dresses \$1.39
Originally \$1.98. Printed voiles and cottons in plain dark or pastel colors. Broken sizes and styles.
- 125 Summer Dresses \$1.59
Originally \$1.98. 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 Prs. Bathing Shoes 19c
- 5 Beach Coats \$1.00
- 20 Bandana Visors 10c
- 15 Overalls \$1.00
- 20 Slacks \$1.00
- 20 Overalls 69c
- 20 Slacks 69c
- 50 Culottes 69c
- 25 Culottes \$1.00

50 Blouses 25c
Ideal for wear now. Plain colors in smart styles. Broken sizes.

40 Summer Sports Frocks 99c
Chosen 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 styled. 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! **39c** Pr.

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 mused 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

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.

Girls' Wash Frocks

Sizes 7 to 14 **59c** EACH

Full styles for back-to-schoolers. Novelty prints, checks, stripes and cute polka dot styles. Washable, fast colors. Sizes from 7 to 14 in this specially priced group for EOM!

Girls' Bathing Suits 49c
Final clearance of girls' all-wool bathing suits in current 1936 styles. Broken sizes.

Girls' Play Togs 25c
Final clearance of all our girls' play togs for summer and vacation wear. Broken sizes, styles and 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 togs for summer. Also included in group is headwear, pajamas. Broken sizes.

Infants' Dresses 39c
Cotton and muslin dresses, therefore drastically reduced for clearance. Dresses and creepers, hand-made styles.

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

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 organdies. Broken sizes.

50 Plaid-Back SPORTS COATS

Drastically Reduced!

\$7.99

A variety of smart swaggy styles are here in this fine assortment of general utility coats—also chic models with belted and pleated sports backs. You'll wear them fashionably for business, sports, school, motoring, 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

- 5 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 Shortie 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 appliqued in contrasting colors. Sizes 16 to 17.

Silk or Satin Panties 50c
Silk crepe or satin panties with luster at waist. Tailored or lace trimmed styles.

Muslin Slips 29c
Straight bodice top regulation length. Narrow hems. Broken sizes.

100 Denier Slips 89c
Sewn Ray slips with California V or straight lace tops. Bias cut. Sizes 34 to 44. Tan 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 styles. Panties, sleep-ies, briefs, bloomers or vests. Tailored band finish. Sizes 27 to 31.

Sheer Rayon Panties 29c
Panties, briefs or sleepies with luster waist. Plain tailored hems. Regular sizes.

Soiled Blankets and Comforts—1/4 OFF

These have been counter soiled or mused 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.
Chosen from 1/2 to 3/4 yard remnants in many different weaves and colors.

Bridge Sets 29c
Just 49 sets, reduced for clearance! Hand made styles. Come boxed. Perfect for gifts or prices.

Cotton and Rayon Spreads 1/4 Off
Just 24 fine quality full size, 62x80, cotton and rayon bedspreads. Several patterns and styles. Only 1 or 2 colors in each.

14 Wool Comforts \$3.98

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

Rummage As Marked!
A table of rummage. Soiled and mused or damaged. Towels, bath mats, lunch cloths and dresser scarfs.

Colored Organdy 1/2 Price
Limited quantities of various colors and qualities. Permanent finish dots, 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 \$1.00

One pattern only... greatly reduced to close out. Famous Scranton quality with slotted top and ready to hang. 2 1/2 yards long. PAIR

Drapery Damask 25c yd.
36 and 40-inch lengths. Limited quantity. Several different qualities and colors.

Organdy Curtains 59c pr.
Just 67 pair of 32x44 yard curtains in pastel colors. Also 17 pair 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, ash 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—7.6x9 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

—Downstairs at Ayres.

AYRES DOWNSTAIRS STORE