

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE

### Advance August Selling!

Your Chance to Own a Fur Coat of Selected Quality—With the Guarantee That It Will NOT RIP!



### "Split-Pruf"

## Seal-Dyed Rabbit Fur Coats

# \$58.90

A "Split-Pruf" fur coat is protected by the new "Split-Pruf" registered process! And when you buy one of these coats, you're getting selected quality, backed by a guarantee that the coat will not rip at the seams! It's your assurance that you're buying a coat of beauty and one that will give you worlds of service! Made from the finest quality pelts, of long wearing silky fur, with all the new 1939 fashion details. Sizes 12 to 20 and 38 to 44 in the group!

- Swagger Styles in Black, Grey Ombre or Brown!
- Loop-Guards to prevent wearing under the fastenings!
- Pocket-Guards to prevent wearing around pocket edges!
- Lined with DUCHESS, Aristocrat of linings... and guaranteed for two years!
- Sizes 12 to 20 and 38 to 44!

—Downstairs at Ayres.

Use Our Convenient LONG-TERM Layaway Plan! It's Easy to Arrange. Ask Any Salesperson!

—Or if Desired, Charge Your Coat on Your October Bill, Payable Nov. 1st.



### Black VELVET

Favorite Fabric For Fall!

# \$1.39

EACH

- Turbans!
- Doll Hats!
- Tricornes!
- Off Face!
- Berets!
- Profiles!

Black VELVET hats, favorite fall fabric! It's such a contrast to summer white! So smart with your black sheers, and so flattering when you're wearing it! Indianapolis has already expressed its desire for black velvet, for our first shipment sold out in a flash! Here are more new styles, perfect for wear right now, and all fall! Ribbon and Ostrich trims! Headsizes 21½ to 23.

—Downstairs at Ayres.

You're Legs Will Look Their Loveliest in

### REAL SILK

## De Luxe Chiffon Hose

# 69c

(Substandards) PAIR

Housewives, business women and professional women buy Real Silk De Luxe Chiffon substandards because they are wise in the ways of thrift! For Real Silk De Luxe give you longer-than-usual service, and they make your legs look their loveliest! Right now we're getting in some of our new fall colors, to wear with your dark sheers. Sizes 8½ to 10½.

Please, No Mail or Phone Orders!

—Downstairs at Ayres.

### Tomorrow We Present Authentic New Fall Dress Fashions

Featuring a Silhouette That's Youthful and Flattering!

Sizes 9 to 17 **\$6.98** Sizes 14 to 20

Very, very figure-flattering! Very, very wearable and comfortable and practical! That's what is in store for you when you choose your new fall dress. SHORT is the word for skirts—skirts with pleats, skirts with a fullness modified from the dirndl. NECKLINES tend to hug the throat. SLEEVES and shoulders are made interesting with shirring, tucking, cartridge tucks—and a modified Dolman. See these slim, sleek fashions tomorrow!

#### Materials:

Woven Stripe Romaine  
Alpaca Crepe  
Cynara Sheers  
Matelasse Crepe  
Sheer Romaine

#### Fashion Features:

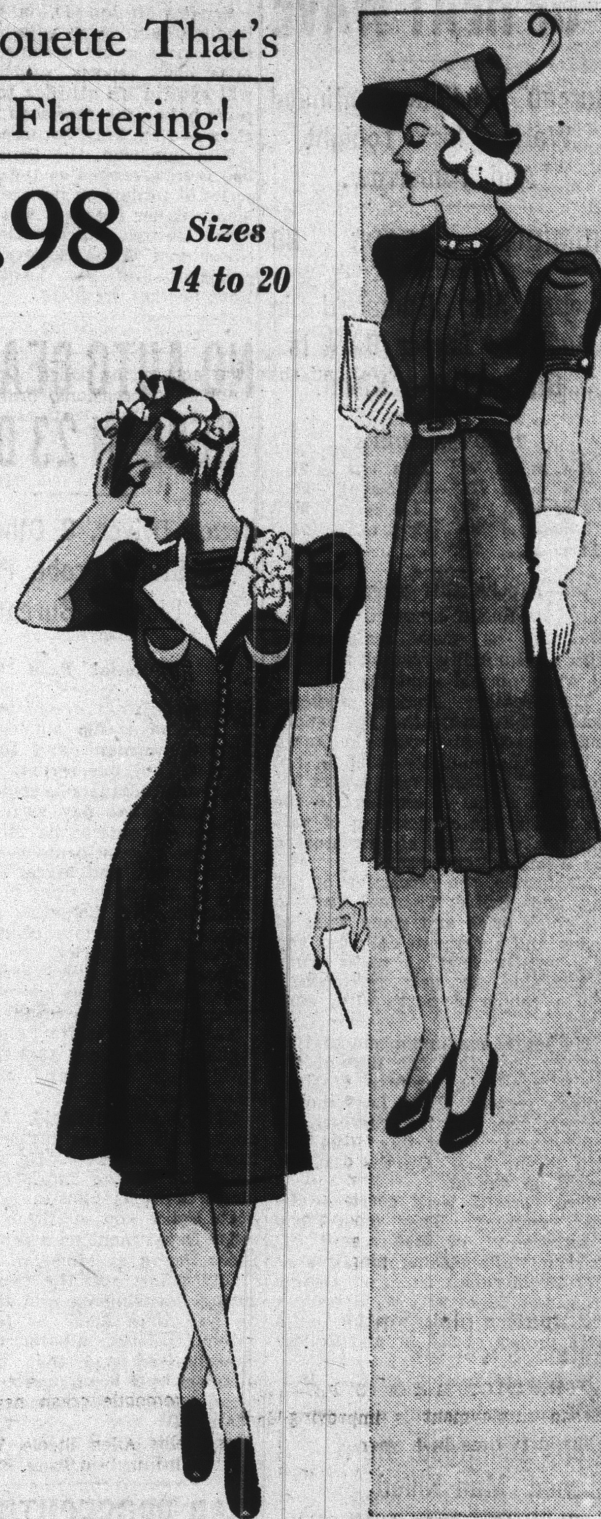
Satin-Trimmed Boleros  
Dirndl-Type Skirts  
Shirt-Waist Styles  
Jacket Dresses

#### Dresses Sketched:

Left: A brand new fashion that has the appearance of a long, fitted coat; in sheer Romaine crepe with plume revers; black or navy; sizes 11 to 17.

Right: New Alpaca crepe dress featuring the new snug fitting round neckline and inverted V front pleated skirt. Green, rust, Teal blue, wine; sizes 9 to 17.

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## Now! Advance Selling of Blankets and Comforts!



Genuine  
WAFFLE  
Hair Pad

Save! Combination Sale!

## A 9x12 Axminster Rug and a Waffle Hair Rug Pad

Both For— **\$26.95** Persian Patterns! Early American! Colonial Hooked! Texture Patterns!

Here's another one of our famous value-giving combination sales of Rugs and Rug Pads! The rugs are famous Axminster types that will give you a world of service! They come in Persian, Colonial Hooked, Early American and Texture patterns in a wide range of colors. The rug pad is a regular \$5.95 waffle weave hair pad with bound ends.

Sheen Washed 9x12  
Oriental Reproductions  
**\$69.50**

Or fine Worsted Wiltons. Regularly sell for \$69.50 and \$110. In a lovely array of patterns and colors.

½ Price Sale!  
Felt Base  
**29c** Sq. Yd.

Heavy weight felt base floor covering in 4 different patterns in wanted colors. Regularly 59c sq. yd.

Very Special! 27-Inch  
Velvet Carpet  
**89c** Yd.

A long-wearing velvet carpet priced for quick selling! In blue, green, rust colors. Band borders.

9x12 or 8.3x10.6  
American Orientals  
**\$29.75**

In Persian, Chinese, Modern, Texture and Hooked designs. Seamless, all-wool, perfect quality rugs.

Extra Large, 11.3x15, 11.3x12  
American Orientals  
**\$49.50**

Also Hooked reproductions. Seamless, all-wool, perfect quality rugs. Wanted colors. 11.3x15, 11.3x12.

Rummage Table of  
Throw Rugs  
**30% to 50% OFF**

Chenille and throw rugs in a large selection of types, colors and sizes. For clearance!

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### Discontinued Styles of Oil Silk Shower Curtains Bathroom and Kitchen Sets

# 1/3 OFF

Regular Price

23—\$3.98 Oil Silk Cottage Sets... \$2.65 set  
9—\$2.98 Oil Silk Shower Curtains... \$1.99 ea.  
15—\$2.50 Oil Silk Shower Curtains... \$1.67 ea.  
29—\$1.98 Oil Silk Shower Curtains... \$1.32 ea.  
33—\$1.98 Oil Silk Bathroom Curtains... \$1.32 pr.  
14—\$1.59 Oil Silk Bathroom Curtains... \$1.06 pr.  
24—\$1.29 Oil Silk Bathroom Curtains... \$.86 pr.

### Four Quaint Patterns in "Fruit of the Loom" Patchwork Quilts

# \$2.98

Each

- Calico Star!
- Old Homestead!
- Stagglar Cross!
- Plymouth Rock!

There's nothing like the beauty, charm and quaintness of Patchwork quilts in your bedroom! These four patterns are exact reproductions of famous old hand made patterns, duplicated on "Fruit of the Loom" fabrics... and that means they're quality quilts at the lowest possible price!

Clearance! Reversible Quilts... **\$1.69**

Clearance! Patchwork Quilts... **\$1.39**

### OUR STANDARD QUALITY Envoy Sheets

Are the Finest Value We Know of at

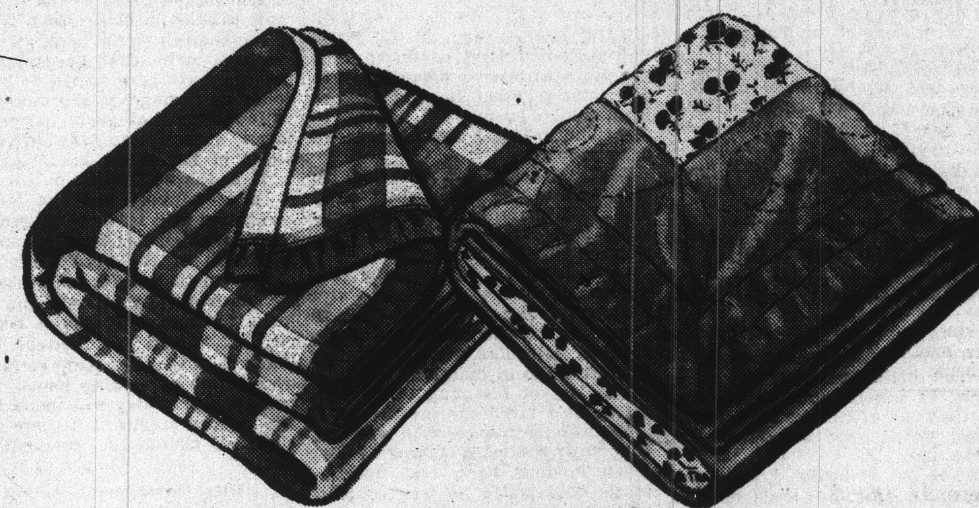
81x99 or 72x99

Here's a sheet that will wear and wear and WEAR! It is our regular first quality ENVOY—of 64x94 thread count—free from starch or other artificial filling; straight-torn hems. Twin or full bed size.

# 69c

Each

—Downstairs at Ayres.



Buy NOW for FUTURE Delivery (Or If You Wish, We'll Make Immediate Delivery)

For the hundreds of Indianapolis women, who find it both convenient and profitable to buy their winter's supply of bedding in August, we've arranged this special selling of Ayres' Enduring Quality Blankets and Comforts! Colors, sizes and patterns to fit the needs of every home and every purse! Now's the time to choose, because you get the cream of the crop, the best colors and best patterns, and because you can place them in the Layaway, and have them paid for in full by the time you need them!

# \$2.98

FANCY BEACON BLANKETS—Warm Beacon blankets in Indian and Reversible patterns. Gay and colorful... **\$2.98** Each  
5% WOOL DOUBLE BLANKETS—Size 72x84 double blankets. Warmth without bulk or weight. In wanted colors and patterns... **\$2.98** Pr.  
25% WOOL SINGLE BLANKETS—Full bed size single blankets with warm, fluffy nap. Solid colors or reversible patterns... **\$2.98** Each

BEACON BLANKETS—Bound on all four sides. In bright novelty patterns and gay colors! An exceptional blanket value for this advance August selling... **\$3.98** ea.

GIANT SIZE BLANKETS—Size 80x90 inch 5% Wool blankets. Extra wide and long to tuck in on sides and bottom. In a varied selection of bright plaid designs and colors... **\$3.98** Pair

Part Wool (5%)  
Plaid Blankets  
**\$2.69**

Part-wool plaid design double blankets of 5% wool! For twin size or full size beds. Sizes 72x84 or 80x90.

# \$5.95

50% WOOL DOUBLE BLANKETS—A remarkable blanket for this price! In gay plaid designs. Lofty, warm nap... **\$5.95** Pr.  
"PERMA-FLUFF" COMFORTS—A lightweight, but beautiful comfort with rayon taffeta and rayon satin cover. With tuck-in feature... **\$5.95** Each  
WOOL-FILLED COMFORTS—A handsome wool-filled comfort with a celanese rayon taffeta cover in exquisite colors... **\$5.95** Each

"PERMA-FLUFF" COMFORTS—An extraordinarily low price for this quality comfort. Printed satin covers in wanted colors. For full beds... **\$3.98** Each  
"PERMA-FLUFF" COMFORTS—These are real beauties. Covered with rayon taffeta. Plain colors... **\$3.98** Each  
25% WOOL BLANKETS—Full bed size blankets in marvelous plaid designs and colors. Special at... **\$3.98** Pair

Wool Blanket Remnants  
**\$1.50 to \$3.98**

An accumulation of wool blanket remnants left over in manufacture of wool blankets. In plain colors, sizes from 36x70 up to 66x70 inches. For infants and small size blankets... for coats and jackets.