

FIRE APPARATUS SETS NEW MARK

Uses Only 300 Gallons of Gasoline in July for All-Time Low.

For the second consecutive month, the Indianapolis Fire Department has set a 25-year record, according to Fire Chief Fred Kennedy.

During June the fire loss was only \$2500, the lowest loss that Chief Kennedy could remember, and he has been in the Department 26 years.

Last month the fire chariots used but 300 gallons of gasoline which is the lowest fuel consumption the Chief can recall.

Although not breaking a record the loss was only \$6000 during July compared with \$12,850 a year ago. Fire alarms during July, 1938, numbered 232 and this year was but one more. Nineteen of them were false alarms.

Only two fires extended to buildings adjoining their origin. One hundred and six were in frame buildings, 32 in brick or stone structures, one in a concrete block building, 11 in unclassified structures and 64 in places other than buildings.

From Ma-Huang, a tall, rank Chinese grass, comes Ephedrin Alkaloid, which is used in treating hay fever and asthma. For the past two years Ephedrin was scarce and high in price because the Japanese invasion of China halted harvest of the grass.

U. S. Furnishes Sneeze Solace

WASHINGTON, Aug. 9 (U.P.)—Those who suffer from hay fever will be glad to know, the Commerce Department announced today, that United States imports of Ma-Huang from China are now back to normal both as to quantity and price.

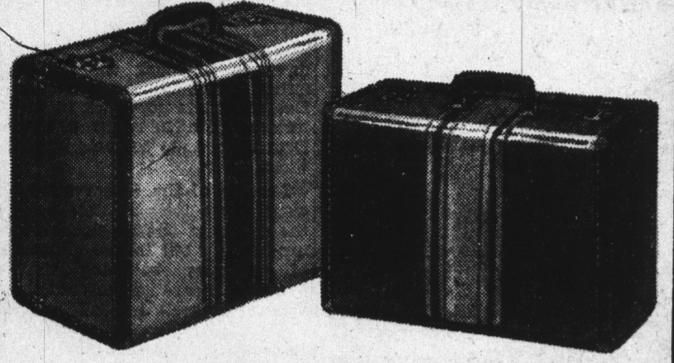
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PELA TO FIRST LADY GETS RURAL ROUTE

CAMDEN, Mich., Aug. 9 (U.P.)—The men folk of five families near here who have had to walk a half mile in all kinds of weather for their mail relaxed today for the first time in 15 or 20 years. They now have rural free delivery.

Although the families long had petitioned postal authorities for rural free delivery to bring the mail from the highway, there was no apparent action until 75-year-old Mrs. James Martin put on her spectacles, sat down at a desk and wrote. Mrs. Eleanor Roosevelt explaining their difficulties.

The "BUY WAY" of Indianapolis DOWNSTAIRS at AYRES



Go Back to School With SMART, DURABLE

LUGGAGE

| | |
|---------------------------------|--------|
| Overnight Cases, 18, 21, 24-In. | \$3.95 |
| Hat Boxes, 18-Inch | \$4.95 |
| Wardrobe Cases, 21-Inch | \$7.95 |

Off to school on the right foot and with the right LUGGAGE! Smart new striped tweed luggage at a very economical price. Bound with leather and lined with rayon satin. Well fitted hardware. Choose from 5 different attractive sizes.

—Downstairs at Ayres.

3 BOYS HURT, ONE GETS BROKEN ARM

George Smith, 6, of 1246 Eugene St., broke an arm when he fell off a porch at his home yesterday.

William Crady, 4, of 1277½ Oliver Ave., was cut when a tin can thrown by his brother struck him on the forehead.

Eddie Johnson, 2, of 253 S. State St., fell at his home and cut his temple. All were treated at City Hospital.

Death was due to blood poisoning which set in after the sting.

Death Blamed on Sweat Bee Sting

HUNTINGTON, Ind., Aug. 9 (U.P.)—The sting of a sweat bee was blamed today for the death yesterday of Raymond R. Stoltz, 24-year-old aviator and airport official.

Death was due to blood poisoning which set in after the sting.

WHEELER 1940 CLUE IS AWAITED OCT. 12

HUDSON, Mass., Aug. 9 (U.P.)—Burton K. Wheeler of Montana may announce his candidacy for the Democratic Presidential nomination at a home-coming celebration here in his native town Oct. 12, friends said today.

As a honored guest at the outdoor ceremonies on Columbus Day, Senator Wheeler will deliver an address over a nation-wide network.

The "BUY WAY" of Indianapolis DOWNSTAIRS at AYRES

—(REGISTERED)

Choose the New Fall American Girl Fashion-Arch Shoes

- For COMFORT!
- For Smart STYLING!
- For DURABILITY!
- For Modest PRICE!

\$4.95
PAIR

We're proud to present this group of fall shoe fashions designed by one of America's foremost women stylists. You'll find typical "American Girl" quality in these shoes that give you comfort, styling and durability at a budget price. Fashioned in Black Suede, Suede with Alligator Calf and Suede with Black Patent.

| | |
|---------|--------|
| Pumps | Suedes |
| Straps | Blacks |
| Ties | Browns |
| Oxfords | Kids |

Sizes 4½ to 9, Widths AAAA to EEE in the Group

—Downstairs at Ayres.



The "BUY WAY" of Indianapolis DOWNSTAIRS at AYRES

—(REGISTERED)

Why Have We Sold

Over 1,200 Pairs of Stockings

EVERY DAY This YEAR?

(NOTE: Women's and Children's ONLY. Men's Socks are in Addition to this Figure!)

Because

Thousands of Indianapolis Women Have Learned That It's Good Economy to Choose From Our Complete Stocks of QUALITY Hose—at Small Prices!

Nineteen years of constant growth has made Ayres Downstairs Hosiery Department one of the most outstanding in the Middle West. Year after year our old and valued customers come here for all their stockings. Year after year hundreds of NEW customers are added to our list. There MUST be good REASONS for such growth . . . and there ARE MANY good reasons!

First, we've always jealously guarded the QUALITY of our hose. We've always used only the product of "top" manufacturers—most of whom are located right here in Indianapolis. Our stocks are always kept at the peak of style assortments, and size and color ranges. In short, there's a stocking for every occasion, at a price to suit every individual—and each one is a QUALITY stocking.

Our stocks include both first quality numbers and SUBSTANDARDS . . . but we are particularly proud of our "Royal Family" of substandards . . . all conforming to rigidly enforced minimum standards. They are the stockings that escape by the narrowest of margins being classed as "firsts." In most cases the imperfection is so slight that only the eagle-eyed factory inspector can detect it. And IN NO CASE is the wearing quality of the hose impaired. Buy them with CONFIDENCE.

Women's QUALITY Hose From 25c to 80c

At 25c—Rayon service hose for everyday wear.

At 39c—Seamed back hose in service and chiffon weight. Also misses shaped-leg rayon hose.

At 59c—First quality silk-to-top chiffons. Lisle-top service weight. "Stretcher-Top" substandards.

At 69c—Real Silk chiffon substandards. Fine crepe-knit substandards. Our first quality "Betty Shaw" service and chiffons. And "Lacy-Lastex" top substandards.

At 79c—Our famous "Real Silk" DeLuxe Chiffons. And equally famous "Sheermode" wardrobe stockings. Both are substandards.

At 89c—Real Silk service weight and Real Silk outsize.

—Downstairs at Ayres.

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

—(REGISTERED)

"I'm Buying My New Winter Coat Now

—In AYRES DOWNSTAIRS STORE . . . Because . . .

1. I Get Dependable QUALITY!
2. Dependable, Correct FASHIONS!

3. Large and Varied ASSORTMENTS!
4. The STORE Is Behind the Coat!

5. The Prices Are Fair to ME!
6. GENEROUS LAYAWAY TERMS!"



Kolinsky Trimmed Botany's Fabric Coat

Botany's twill fabric coat in fitted style. Kolinsky trimmed in plastron front, green and black. Size 14 . . . \$38.00

Silvered Fox Trimmed Onde' Fabric Coat

Silvered Fox trimmed fitted coat with sailor collar. Striped Onde' weave fabric in black. Size 13 . . . \$28.00

Wolf Trim 3-Pc. Wardrobe Suit

Three-piece wardrobe suit consisting of Cardigan jacket and skirt to match and outer coat with wolf trimmed kidney collar. Julliard's fabric. In black and wine. Sizes 14 to 18 . . . \$25.00

Grey Squirrel Trimmed Coat

Onde' weave double twill fabric coat with grey squirrel plastron collar. Wine and black. Size 9 . . . \$28.00

Persian Trimmed "Bobby Burns" Coat

Full Persian Lamb collar and pockets. Durable Botany's needlepoin fabric. Black only. Size 37 . . . \$38.00

"Gibson Girl" Fitted Coat

"Gibson Girl" fitted coat of striped frieze fabric, black only. Size 18 . . . \$16.95

Silver Fox Trimmed Fabric Coat

Silver Fox rump trimmed coat with kidney collar. Box style of striped frieze fabric, black only. Size 16 . . . \$38.00

Herringbone Tweed Coat

Double breasted herringbone tweed coat with belted back. Size 14 . . . \$19.95