

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE

(REGISTERED)



### Rayon "Velvet" Fall Hats

\$1.00  
EACH

Deep-toned black rayon velvet fashioned in these smart fall hat creations. You'll find jaunty turbans, perky pill boxes, and perfect profile brims. These are strictly 1939-40 styles.

Pill Boxes      Veil  
Berets      Ribbon and  
Brims      Satin Trim  
Turbans

—Downstairs at Ayres.

### Wash Goods Clearance

Clearance of all summer fabrics in sheer and heavy goods. This group contains some very beautiful and usable dress lengths that will be a choice buy for the ladies skilled in needle craft.

—Downstairs at Ayres.

**10c**  
Yd.



Women's New  
FRUIT OF THE LOOM  
Rayon Satin Slips  
**\$1.00**

New fall styles in Fruit of the Loom slips. California V lace-tailored and embroidered tops. Blouse and more styles with plain and embroidered hem. All lovely rayon satin and rayon diener for fashionable wear. Sizes 32 to 44 in the group. Colors in Tea Rose, White and Black.

Camisole Lace  
Top Slips      45c  
Rayon crepe camisole lace top slips and strap slips, bias cut. White only. Sizes 34 to 44.

"Fruit of the Loom"  
Undies      25c  
Panties hem and band finished. Stepins and bloomers with elastic at waist. Small, medium and large. Tea Rose.

An Outstanding  
Bargain Offer!

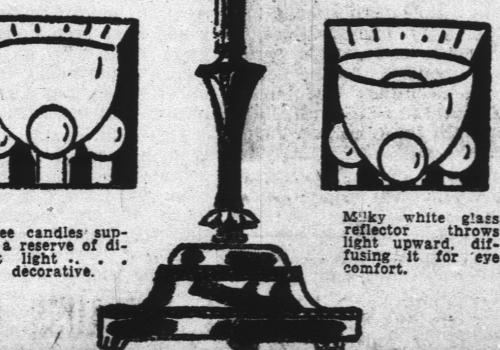
Sale! 6-Way  
Floor Lamps

**\$5.95**

Pleated Silk and  
Rayon Shades!

A truly beautiful yet practical lamp! Wide tubing, decorative white metal "break" and a generous, well designed base. Choose in bronze or ivory finish. Besides the Reflector Lamp you'll find a matching Student Bridge reflector with swinging arm.

—Downstairs at Ayres.



### Wool Blanket REMNANTS

**\$1** Ea. TO **\$2.98** Ea.

The first lot of choice remnants from this season's production of blankets. Some plaids and solid colors. They're fine for bed blankets, children's beds, auto robes. Some of the pieces will make warm lining for school coats. Sizes range from 27x80 to 70x70 inches.

—Downstairs at Ayres.

### FULL-FASHIONED CHIFFON STOCKINGS

• Ringless Construction!  
• Strictly First Quality!

**50c**

4-thread, pure silk to top, ringless construction chiffon hose with picot run stop and picot tops! Also reinforced heel, sole and toes, too! Every pair is full fashioned, every pair is FIRST QUALITY! Sizes 8 1/2 to 10. These smart summer shades in the group:

• Apresmid! • Charnet! • Titan!  
• Animation! • Erika! • Titian!

—Downstairs at Ayres.

### A Well-Known Decorator's Close-out of Fine Drapery, Upholstery Fabrics

Lengths From 1 to 7 1/2 Yards

**10c to 39c** Yd.

Originally 2 to 3 Times Higher

We're fortunate to be able to offer these choice remnants at this very low price. In the group you'll find such materials as crashes, chintz, linens, mohairs, damask, and many other drapery fabrics. 1 to 7 1/2-yard lengths in 36 to 50-inch widths. Some are sun and tubfast.

—Downstairs at Ayres.

From the Same Decorator

**50-In. DAMASK**

10 to 30  
Yard  
Lengths

**\$1.00**  
YARD

Bolts of a very fine drapery damask that formerly sold for a much higher price. Many lovely colors to choose from. 50 inches wide in 10 to 30 yard lengths.

—Downstairs at Ayres.

### A Great Group of SANFORIZED WASH SLACKS

**\$1.00**  
PAIR

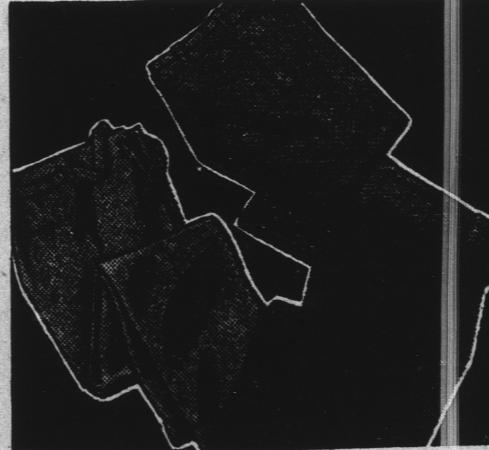
Men, here's QUALITY and VALUE and COOL COMFORT—all at a price that's very, very low! They are cut full, and sanforized shrink-proof. Choose your correct size and don't worry about washing. Seersuckers, tan nubs, woven checks, cord stripes and tan overplaid. Waist sizes 29 up to 42.

—Downstairs at Ayres.

### MEN'S SLACK SUITS

**\$1.69**  
SET

Handsome shades in airy Hopsacking that harmonizes perfectly in slacks and shirts. Buy this smart sportswear in matched or contrasting combinations at \$1.69 for TWO-PIECE ENSEMBLES. MEN'S SIZES: SLACKS 30 to 42, SHIRTS Small, Medium, Large. COLORS: Green, Sun Tan, Navy and Teal.



### SPECIAL AUGUST SALE!

### "BABELAMM" PERSIAN FUR Fabric COATS

Very  
Special  
at—  
**\$15** Each

• Fitted • Swagger • Box Styles

Sizes 11 to 17; 38 to 44

Now you can choose a real QUALITY Persian Fur Fabric Coat—with worlds of fashion newness—at a price that's startlingly low. "Babelamm" is woven of imported wool to simulate the deep, soft luster of real Persian Lamb. A warm, durable coat in new 1940 fitted, swagger and boxy styles. Has quilted lamb's wool inner lining to keep you warm. Wear it to the office, back to school or for general utility wear.

Use Our Long-Term Layaway

—Downstairs at Ayres.

### FINAL CLEARANCE

### Women's Summer White SHOES

Original Prices Forgotten  
in Order to Clear at Once

743  
Pairs  
at

**50c**  
PAIR

743 pairs of shoes in this grand clearance. We're throwing the doors wide open in this sale and offering them all at this low price. Open toes, open backs, in white, wheat and japonica. Sizes 3 to 9 in the group.

### "CORLISS" and OTHER MAKES

Clearance of a group of higher priced shoes including our famous "Corliss" shoes at a very low price. Buy two or three pairs and put them away.

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### FINAL CLEARANCE

### WOMEN'S PLAY TOGS AND BEACH WEAR

Broken Sizes—But Real Bargains

Beach Hats	.....	50c
Beach Bags	.....	15c
Beach Shoes	.....	25c
Slack Suits	.....	59c to \$3.00
Slacks	.....	39c to \$1.00
Play Suits	.....	39c to \$2.00
		33c

### FOR GIRLS AND TOTS at 19c

at 39c

Tots' Bib Top Overalls	.....	
Tots' Coverall Play Togs	.....	
Boys' Broadcloth Play	.....	
Shorts	.....	
Tots' 2-Pc. Sun Suit	.....	
and Hat	.....	
Girls' Knit Polo Shirts	.....	
Infants' Pique Coats	.....	
Boys' Gabardine Longies	.....	
Tots' Beach Robes	.....	
Girls' Summer Hats	.....	

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