

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

(REGISTERED)

Everybody Likes a Bargain

Webster's dictionary calls a bargain "an advantageous purchase." Some people think of it in terms of buying at below regular price . . . to others a bargain is getting JUST what they wanted at a price lower than they had planned to pay. Ayres Downstairs Store is filled with such bargains . . . many daily money-saving specials and big stocks of new fashions at low prices. Of course, everything is of Ayres' dependable quality.



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.



COOL Enough to Wear Now!

NEW in Fashion for Fall Wear!

New Fall Rayon Romaine Sheers

In Brown, Wine, Black, Grotto Blue or Green With Frosty-White Duco Dots

\$3.98

Paris-smart, these new duco-dot sheer Rayon Romaine frocks serve a two-fold purpose. They inject new life into your summer wardrobe and also give you an early start toward your fall wardrobe. Note the tailored, tapering, lines and careful details of these dresses. Expensively trimmed to give you fashion assurance.

Sizes for Juniors, Misses and Women in the Group

—Downstairs at Ayres.



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.

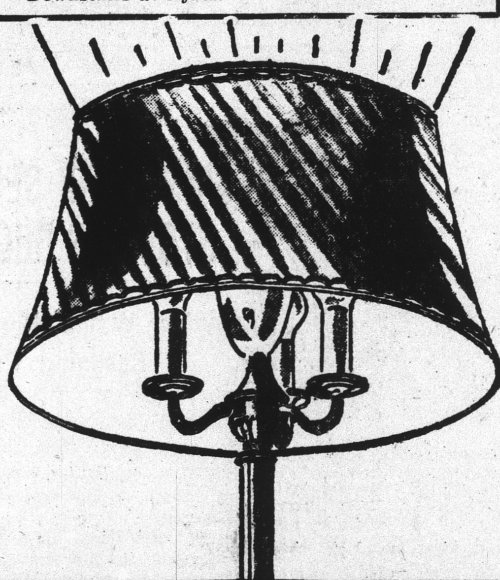
Use Our Long-Term Layaway

—Downstairs at Ayres.

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.

10c Yd.



An Outstanding Bargain Offer!

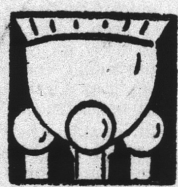
Sale! 6-Way Floor Lamps

\$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.



Three candles support a reserve of direct light.



Milky white glass reflector throws light upward, diffusing it for eye comfort.

Wool Blanket REMNANTS

\$1 Ea. UP 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 27x60 to 70x70 inches.

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FULL-FASHIONED CHIFFON STOCKINGS

• Ringless Construction! • Strictly First Quality!

50c

4-thread, pure silk to top, ringless construction chiffron 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 1/2. These smart summer shades in the group:

• Apresmidit! • Charmant! • Titian! • Animation! • Brisk!

—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 crases, 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.

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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.

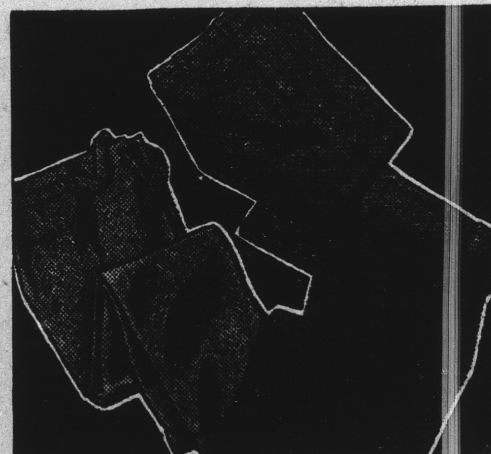
—Downstairs at Ayres.

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.

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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.

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.

\$1

—Downstairs at Ayres.

FINAL CLEARANCE

WOMEN'S PLAY TOGS AND BEACH WEAR

Broken Sizes—But Real Bargains

Beach Hats 50c	Culottes . . . 39c to \$1.00
Beach Bags 15c	Overalls . . . 39c to \$1.00
Beach Shoes 25c	Bush Jackets, 39c to 59c
Slack Suits . . . 59c to \$3.00	Sport Shirts . . 39c to 59c
Slacks 39c to \$1.00	Shorts 39c
Play Suits . . . 39c to \$2.00	

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
Girls' 2-Pc. Play Suits
Girls' Blouses

Girls' Slacks
Girls' Farmerettes
Girls' 1-Pc. Play Togs
Girls' Bathing Suits
Tots' Sun Suits
Infants' Pique Coats
Boys' Gabardine Longies
Tots' Beach Robes
Girls' Summer Hats

—Downstairs at Ayres.

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. Bias and 4-gore styles with plain and embroidered hems. All lovely rayon satin and rayon diener for fashionable wear. Sizes 32 to 44 in the group. Colors in Tea Rose, White and Black.

Garnet 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. Panties and bloomers with elastic at waist. Small, medium and large. Tea Rose.