

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

FINAL CLEARANCE!

Our Remaining Stock of

Summer DRESSES

\$3.00

Over 350 summer dresses to choose from... to fill in your wardrobe for the remaining hot days of September! These were formerly marked at \$5.00 up to \$10.95. Cottons, spun rayons and prints... in one and two-piece styles, suit dresses and pinafores.

Sizes for Juniors, Misses, Women

Fashion Dresses, Downstairs at AYRES.



SECONDS of Famous



Dutchess
"Individually Yours"

Balbriggan Gowns, Pajamas

\$1.00 EACH

It's good news when you can buy seconds of famous "Dutchess" balbriggan gowns and pajamas at such a low price! In several attractive styles and colors... and so warm for the cold nights that will soon be here.

Seconds of "DUTCHESS"

Tuckstitch Panties 39¢

Winter-weight, part-wool tuckstitch panties of famous "Dutchess" quality... warm and good-fitting.

—Knit Underwear, Downstairs at AYRES.

No Mail or Phone Orders, Please!



Right Now! Your Boy Needs— Sport Shirts Polo Shirts

\$1.89

\$1.00

Cotton slanting sport shirts, with convertible collar. White, tan, blue. Small, medium, large. Fast colors!

Cotton-knit Basque stripe polos in bright ingrain patterns. Blues, reds, tans, browns. Sizes 2 to 10!

SLACKS! SLACKS! SLACKS!

Cassimere slacks in checks, plaids, herringbones, diagonals, covert: ZIPPER FLY! Tans, browns, blues, greys. Sizes 8 to 20. **\$5.98**

All-wool cassimere slacks with ZIPPER FLY. Assorted colorings in neat suitings. Nicely tailored. Sizes 6 to 18. **\$6.98**

All-wool cassimere slacks in herringbones and diagonals. Blues, tans, browns. Made with ZIPPER FLY. Sizes 12 to 20! **\$7.98**

Come Stormy Weather

"Showerproof" Raincoats

Sizes 4 to 12

\$5.95

Sizes 12 to 18

\$6.95

Boys' and Juniors' "Showerproof" raincoats in serviceable gabardine; single breasted. Two large pockets and change pocket.

Boys' Capeskin Jackets, \$9.98

Real capeskin leather with full ZIPPER front. Leather collar; knit cuffs and bottom. Sizes 10 to 18.

Boys' Plaid Jackets, \$4.98

Famous "Forty Below" Jumbo plaid jackets. Heavy, rugged and warm. Bold red and blue plaids. Sizes 6 to 18!

Make Your Own Curtains!

Rayon and Cotton Marquisette

It is so-o easy to make beautiful curtains for your home! We have just 500 yards of this lovely, plain-weave rayon-and-cotton marquisette in ivory shade. Limit, 20 yards to a customer.

29¢ Yd.

Beautiful Printed DRAPERY SATEEN

59¢ Yard

36-Inch. cotton sateen for bedroom drapes, slipcovers, bed spreads and other uses; attractive patterns and colors.

Factory-Mended

LACE CURTAINS

\$1.29 Pair

\$1.69 Pair

Lovely lace curtains of good quality. These are skillfully mended at the factory so that imperfections are not noticeable.

—Draperies, Downstairs at AYRES.

"Hattie Leeds"

Action Dresses

• For Bowling!
• For Golf!

• For Hiking!
• For Fall Picnics!

\$3.98

Here's a dress made for action... whatever form your activity may take. Made with action-back, full gored skirt with kick pleats, and short, full-cut sleeves. In black-and-white woven checks, red "bowl-ing pin" buttons; washable; sizes 12 to 20.

—Daytime Dresses, Downstairs at AYRES.

It's Time You Were Wearing...

REALSILK SHEER RAYON STOCKINGS

(IRREGULARS) **79¢** PAIR

September is the time to abandon the bareleg freedom of summer... and go back to the sheer beauty of REALSILK stockings! So economical to wear... so flattering to the loveliest legs. Their beauty is protected at every danger-point by the famous Realsilk Beauty Guards. They are irregulars that you can buy with confidence.

• CRADLE DURA FOOT!
• SERVICE-TESTED TOE!
• ALL-OVER HEEL GUARD!

• NO-HOLE HEM!
• ONE-WAY RUN-STOP!
• STRAIN-PROOF HEEL!

—Hosiery, Downstairs at AYRES.

Famous for Quality and Smart Fashion

Neva Split

FUR COATS

\$95.94

Tax Included

• Mendoza Beaver-Dyed Coney • Mendoza Sable-Dyed Coney
• Lustrous Seal-Dyed Coney

Beautiful chin-up fur coats... proud beauties for a war-time winter and many winters thereafter! Treasured by every woman for their warmth, their elegance, their smart flattery! Many stunning styles to choose from... all bearing the Neva Split label which stands for durability and lovely quality!

Mr. Sidney Cohen, Expert Furrier

...and representative from the "Neva Split" factory, will be in our Fur Department all day tomorrow, Friday. He will be happy to help you select just the right "Neva Split" coat, and explain the many exclusive features that make your coat wear better and look better.

For Your Convenience! Budget Payment, Layaway Plan



EXCLUSIVE WITH AYRES DOWNSTAIRS STORE!

New, Short Lengths
Tuxedo Fronts
Wide, Deep Cuffs

Kimono Sleeves
Deep, Suit-Easy
Armholes
Roll Collars

Full Lengths
Front Fullness
Built-Up Revers