

DOLLAR DAY VALUE!

Children's Lisle School Hose

6 Pairs for \$1

Fine mercerized, full length stockings for those rough and tumble days at school. Well reinforced at the points of wear. Irregulars in sizes 6 to 9½.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Girls' Fast Color Wash Frocks

\$1.00

These charming wash frocks will make history because you get so much quality for such a low price. Novelty prints. New fashion details . . . broad shoulders. Embroidery trimmed. Sizes 7 to 14.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Girls' Warm Winter Coats

\$4.98

Chinchilla or Wool Fleece winter coats . . . for wintry school days ahead. The price on these good coats is low, but for Anniversary only! Sizes 7 to 14. Navy, blue, brown, wine and green.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Children's Wash Frocks

2 for \$1

Here's your chance to get a new supply of wash dresses for tiny tots at a price unbelievably low. Novelty prints; some with panties to match. Sizes 2 to 6.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Boys' Slipover Sweaters

2 for \$1

The kind of sweaters your son is asking you for every day . . . now at a low price. Colors, wine, navy and royal. Sizes 28 to 36.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Boys' Full-Lined Knickers

\$1.00 Pair

"He-Men" demand school clothes that'll take punishment and plenty of it. These boys' knickers are well made . . . very serviceable, in gray or brown. Sizes 6 to 16.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Women's or Misses' Cotton Blouses

\$1.00

The hottest fall fashions now at this low Dollar Day price. Solid colors, plaids, geometric designs and prints. Sizes 26 to 32.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Misses' Cotton Knitted Frocks

\$1.00

High collar . . . wide shoulder effects and tapering sleeves. They are a value that only a double-header like our famous Dollar Day and 61st Anniversary Sale could bring.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Seconds of Printed Hooverettes

2 for \$1

They're seconds and that's the only reason we can sell them so low priced. All fast colors . . . self trimmed . . . organically trimmed. Wide wrap around. Small, medium and large sizes.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Better Broadcloth Smocks

\$1.00

Every woman in Indianapolis will be wanting a smock at this low price. Styles: Bell-hop, military, cadet and princess, fitted or belted. Metal button trim. Sizes 14 to 40.

—Downstairs at Ayres.

61st ANNIVERSARY

DOLLAR DAY

DOWNSTAIRS AT AYRES

DOLLAR DAY VALUE!

All-Cotton Sheet Blankets

2 for \$1

Better hurry for these blankets they'll be gone in a few hours after the store opens tomorrow morning, because the price is so very low.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Big Husky Turkish Towels

6 for \$1

Thirsty bath towels with colored borders. Good weight. Size 20x40. Better replenish your linen closet now while the price is below par.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Plain Marquisette Priscilla Curtains

3 Pairs \$1

Far below today's replacement prices. 28" wide, 2 1-6 yds. long. White, cream or ecru. Tie backs. Ready-to-Hang.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Men's Better Shirts & Shorts

4 for \$1

Shirts are seconds of Swiss ribbed knit mercerized lisle, sizes 34 to 44. The shorts have extra full seat and are perfect fitting, sizes 38 to 42. All heavy quality materials used.

—Downstairs at Ayres.

Quality Endures

NRA

ANNIVERSARY DOLLAR DAY represents the maximum effort of Ayres' Downstairs Store's organization to obtain and offer SUPREME VALUES . . . and this 61st Anniversary Dollar Day is our crowning achievement! QUALITY was our first consideration . . . good, DEPENDABLE quality that will give you service that we can be proud of! Our second consideration was to mark this merchandise at prices so low that you will always remember the value. Come tomorrow! Plentiful assortments of everything for your family and for your home!

Girls' Sweaters 2 for \$1

Just the thing for school wear! Short sleeves; novelty weaves; tie trimmed. In sizes 30 to 36.

Girls' Wool Skirts 2 for \$1

Bodice top, pleated skirts—in flannel, crepes and diagonal weaves. Brown, blue or green; sizes 7 to 12.

Children's Underwear . . . 2 for \$1

Cotton knitted union suits with rayon stripe; short sleeve style; medium weight; sizes 2 to 12.

Girls' Rayon Bloomers, 4 for \$1

Good quality rayon panties or bloomers with elastic at waist; in flesh or tearose; sizes 2 to 14.

Children's Sleepers . . . 3 for \$1

Striped outing sleepers for cold nights. Open in front or back; drop seat. Well made; sizes 2 to 6.

Infants' Stockings . . . 4 Pairs \$1

Good quality stockings of wool, rayon and cotton mixed; tinted. Sizes 4 to 6½. A splendid value!

Infants' Shawls Each \$1

Big, generous size shawls—knitted of wool and rayon; pink or white. This would make a good gift!

Nainsook Dresses 2 for \$1

Infants' hand-finished, and hand-embroidered nainsook dresses; in sizes 6 months to 2 years.

Infants' Shirts 4 for \$1

Double-breasted undershirts of cotton and rayon; side-tie style; in sizes 1 to 6. Stock up now!

Part-Wool Binders 4 for \$1

This is a good quality binder at a very special Anniversary price. In three-tie style; rayon stripe.

Infants' Bobbie Suits . . . 2 for \$1

Good looking broadcloth "Bobbie" suits for baby; plain colors and pretty combinations; sizes 1 to 3.

Silk Crepe Undies Each \$1

Women's and misses' pure silk, French-finished crepe chemise and dance sets; many dainty styles.

Chardisheen Slips Each \$1

"Chardisheen" processed rayon slips with California or straight top; lace trimmed; sizes 34 to 44.

Women's Print Pajamas, Each \$1

Swanky looking one-piece printed pajamas in gay colored patterns; trimmed in contrasting colors; 14 to 20.

Women's Rayon Undies, 3 for \$1

Bloomers, panties, step-ins or vests made of good quality rayon; in small, medium or large sizes.

Dollar Day "Plus" Value!

New Fall Footwear

\$2.29

Over a dozen models to choose from—in straps, pumps, and ties . . . black, brown or eel gray . . . calf, kid or suede. Every pair is made of good, dependable leathers—in smart fall fashions, for every hour of the day! Sizes 3 to 8, AA to C.

—Downstairs at Ayres.

Dollar Day "Plus" Value!

Brand New Travel Crepe Frocks

\$3.00

These dresses arrived yesterday—just in time for Dollar Day shoppers! They are smartly styled for business, shopping or any daytime wear—nearly a dozen models to choose from—with rippling cape-like sleeves or set-in sleeves. Good quality travel crepes in attractive designs.

Sizes: 14 to 20, 38 to 44

—Blue-and-White, —Black-and-White, —Brown-and-White, —Wine-and-White

—Downstairs at Ayres.

ANNIVERSARY DOLLAR DAY VALUE!

Men's "Belnord" Shirts

• Plain Colors or Fancy Patterns!
• Collar-Attached or Collar-to-Match!

\$1 EACH

As always, "Belnord" shirts offer one of the finest values you can buy! At this price they're sensational. Fast colors! Extra full cut! Pre-shrunk collar! Sizes 14 to 18.

DOLLAR DAY VALUE!

Capeskin Gloves

\$1.00

It's real news when you can buy women's washable cape-skin gloves at this price! Pull-ons—plain or fancy. Irregulars.

—Downstairs at Ayres.

DOLLAR DAY VALUE!

Kabo Garter Belts

4 for \$1

Just 150 narrow style garter belts from "Kabo"; small, medium or large. "Kabo" rayon crepe bandeaux, 6 for \$1.

—Downstairs at Ayres.

ANNIVERSARY DOLLAR DAY VALUE!

"REAL SILK" Chiffon Hose

2 Prs. \$1

Thousands of Indianapolis women are taking advantage of this very special opportunity to lay in a winter's supply of fine silk hosiery! Full fashioned—pure silk to the tops—picot edge—fully reinforced at points of wear. Irregulars. Sizes 8½ to 10½.

—Downstairs at Ayres.

ANNIVERSARY DOLLAR DAY VALUE!

1,000 New Fall Hats

\$1

Here's millinery quality that you may never see again, at such a low price! Veiled turbans, brimmed hats, berets, satin turbans, visor berets . . . in rabbit wools, felts, wool crepes and knitted wools. Please shop early tomorrow or you're likely to be "left out."

—Downstairs at Ayres.

Rayon Nightgowns Each \$1

Serviceable, plain rayon gowns—some tailored, others trimmed with lace or contrasting color. 16 to 20.

Women's Union Suits . . . 3 for \$1

Elastic cotton knitted union suits with built up shoulders; loose or tight knee; irregulars; 36 to 44.

Child's Union Suits 2 for \$1

Cotton rib-knitted union suits with Dutch neck; drop seat style; sizes 2 to 12 years. Medium weight.

Men's Fancy Socks 8 Prs. \$1

All new patterns and colorings. In sizes 10 to 12. Made to give real service!

Men's Fancy Socks 5 Prs. \$1

Good wearing socks because they have double heel, sole and toe! Smart looking patterns; 10 to 12.

Fine Lisle Socks 6 Prs. \$1

Fine mercerized lisle socks with double heels and toe; plain black only; irregulars; 9½ to 11½.

Men's Neckties 4 for \$1

Better buy your fall supply of ties now! These are Mogadores in selected stripe patterns.

Men's Fall Socks 3 Prs. \$1

Irregulars of "Real Silk" silk-and-wool socks in plain colors and fancy patterns. Sizes 9½ to 12.

Boys' Wash-Top Suits . . . at \$1

Fast color wash blouse and cloth pants; well made and so neat for school; sizes 4 to 10 years.

Boys' Play Suits 2 for \$1

Made of wear-resisting fabrics that will take lots of tubing. Long sleeves; long legs; 3 to 8.

Button-On-Blouses 2 for \$1

Fast colors—fine makes. Some are seconds; some are soiled, but they are still fine values.

Boys' Undershirts 5 for \$1

Athletic shirts of fine combed cotton yarns; Swiss rib knit; Perfect fitting; sizes 24 to 34.

Boys' Golf Socks 7 Prs. \$1

Three-quarter length socks in neat patterns and colorings for school wear; sizes 8 to 10½.

Soap Chips 10 Boxes \$1

"Crystal White" soap chips at a very special price! The brand needs no introduction! Buy now!

Priscilla Curtains Pair \$1

Colored split cushion dot—or colored woven figure marquise! Very fine quality! real bargain!