

to Ayres Downstairs Tomorrow for . . .

Good Dependable Quality—at Lowest Prices!



You Get Style and
Quality in These

Fall Shoes

—and They Cost You Only—

\$2.45

"Feet First" is the newest fashion code for women . . . your feet must be well shod to get in the fashion race for chic . . . what better way to equip yourself than a pair of these brand new fall fashions in footwear. Choose from dozens of styles and from black, brown and eel gray. Every pair of good dependable quality. Sizes 3 to 8 . . . AA to C.

Straps
Pumps
Ties

Calf
Kid
Suede

—Downstairs at Ayres.

Friday! A Special Group of
**Wash Goods
Remnants**

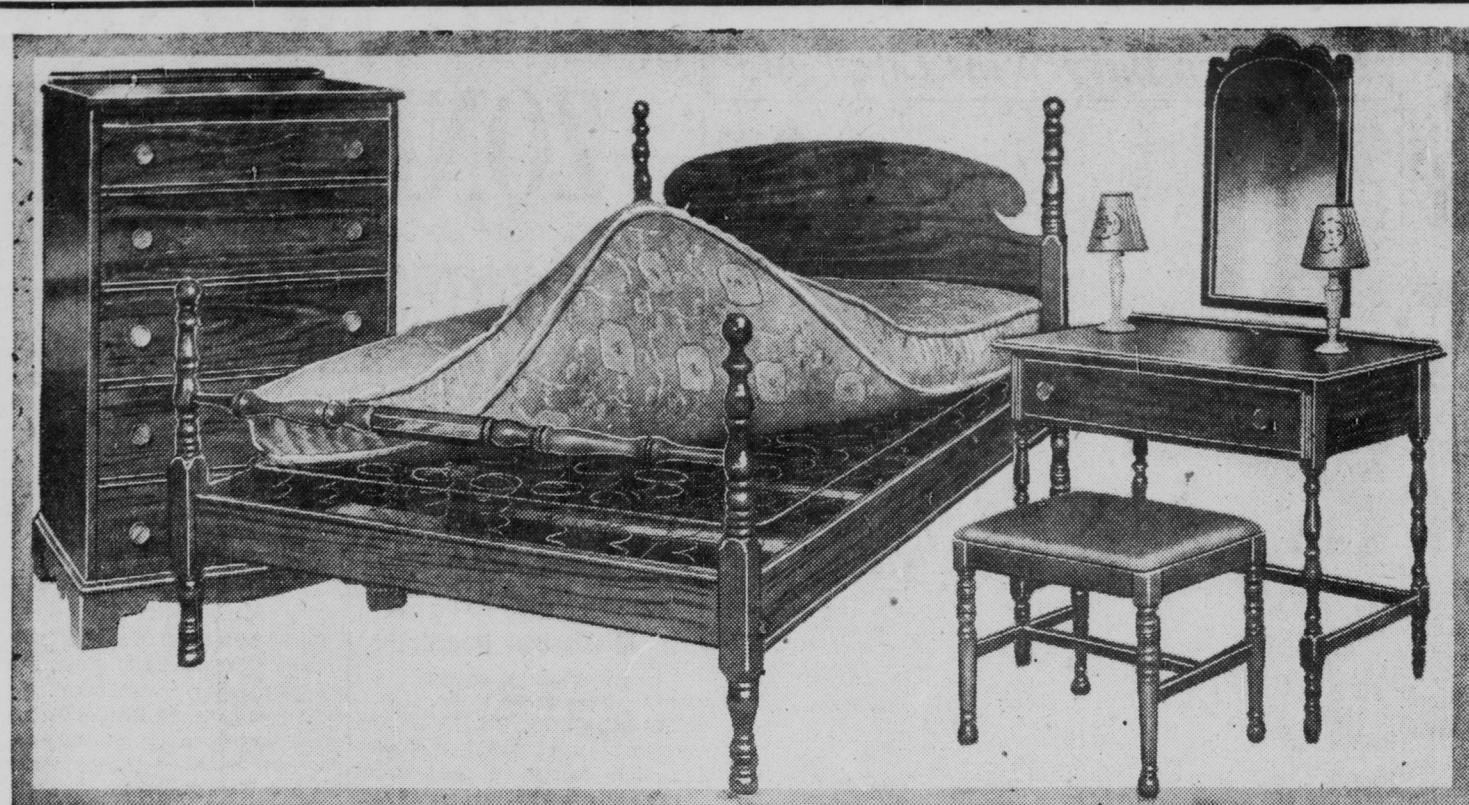
10^c Yard

For Friday we have assembled a great group of wash goods remnants—at a price that will make it pay for you to do your own sewing! This is an accumulation of odds and ends from regular stock . . . all higher priced goods in a great assortment of wanted, seasonable weaves, patterns and colorings. Come early for first choice!
—Downstairs at Ayres.

... Also a Great Group of
**Better Silk
Remnants**

39^c Yard

Tomorrow our silk department offers usable remnant lengths of nearly all our better styles of silks and rayons! Rough weaves, cantons, plain colors, prints, . . . all new and smart for fall and winter. Also a large group of corduroy remnants for making bathrobes, etc.
—Downstairs at Ayres.



EXTRA-SPECIAL OCTOBER SALE!

This Bedroom Outfit Complete

- Solid Maple Bed
- Solid Maple Chest
- Solid Maple Vanity
- Quality Coil Springs
- Hanging Mirror to Match
- Inner Spring Mattress
- Maple Vanity Bench
- Two Boudoir Lamps
- Two Chenille Throw Rugs

Just imagine this handsome bedroom outfit in your own home . . . It's a beauty, isn't it . . . well made according to Ayres' specifications and in solid maple. That it's a value goes without saying . . . you get 9 different pieces of bedroom furnishings, the cost of which on the open market today would be almost twice \$59.50. Just a reminder . . . Hurry in . . . the quantity is limited!

You may purchase this outfit for as low as \$5.95 down, balance on Ayres' Deferred Payment plan . . . (plus a small carrying charge.)
—Downstairs at Ayres.

\$59.50

Nothing Else to Buy!



**SAVE on These
New Street
FROCKS**

\$3.95

Smart! Wearable! Fashionable! That's the whole story in a nutshell. You'll want one or two because of the canny low price. Travel prints and travel crepes, some jacket styles included. Sizes for women and misses, from 14 to 52. Just try them on and you'll be convinced that they were just made for you and you and you!
—Downstairs at Ayres.



Friday Sale of
Smart Fall Hats

Exciting new fall hat fashions that'll "go to your head" as soon as you see them. The colors you want in all the tangy autumn colors. Brims . . . Berets . . . Sailors and Turbans. A headsize for every woman under the sun!
—Downstairs at Ayres.

88^c

BUY QUALITY HOSE!

"Irregulars" of

**REAL SILK
DeLuxe Hosiery**

★These are the same fine hose which we previously advertised as "substandards." The Hosiery makers' NRA code provides this new designation.

60^c Pair

Real Silk DeLuxe full fashioned stockings are exquisitely sheer and beautiful cobwebby chiffon, every pair made from fresh silk and by master craftsmen. Every pair protected at EVERY DANGER POINT by the 10 Valiant Guardsmen, that are Real Silk exclusive features, and it is these features that give YOU more beauty, more durability and more value! Real Silk Irregulars are obtainable only in Ayres Downstairs Store in Indianapolis.
—Downstairs at Ayres.

**Men's Fast-Color
SHIRTS**

88^c

Men! Opportunity knocks at your door once again. We have a limited quantity of these long wearing, well made, good looking shirts! Plain colors in white, tan, green, blue and gray. A few fancy patterns but in broken sizes. Sizes 14 to 17.

**Men's Fancy Socks,
5 Pairs for \$1.00**

Famous "Hard-to-wear-out" Fancy Hose in plain and fancy patterns. Sizes are from 9½ to 12.
—Downstairs at Ayres.



**Luxurious Furs
Add to the Value of These
Cloth Coats**

\$21.95

Manchurian Wolf (dog) Fitch or Krama Cloth
Marmink Pointed Wolf (dog)
Lapin (rabbit) Beaverette (rabbit)

Gorgeous furs used lavishly, and rich fabrics, smooth or nubby, tell the story of fashion and quality on these new winter coats. These are the coats that you would expect to find at about twice this price, but we purchased an enormous quantity for a very low price and we're passing this saving along to you! There's an unusually fine assortment to choose from. Collars and sleeve details are here in such a large variety as to allow you and you and you to choose one for your own individual taste.

Sizes for Women, Misses and Juniors
—Downstairs at Ayres.

**Men's Smart New
2-Trouser Suits
Also Topcoats, Overcoats**

\$13.50

Brand new fall styles, every garment superbly tailored. In the patterns that are so popular right at this moment . . . grays, tans, browns, stripes, plaids and mixtures! A style for every man and young man, whether you wear a stout, long, short or medium.

Men's Corduroy Slacks

These are the same collegiate slacks that we sold so many of during our Anniversary Sale . . . so they must be what you men and young men want! Wide bottoms, adjustable waist bands and side pockets. In TAN only!
—Downstairs at Ayres.

\$2.39



AYRES ★ DOWNSTAIRS ★ STORE