

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

* (REGISTERED)

SAVE! In Our Friday Bargain Sales!

For Friday Only!

Brilliant Fall
HAT
FASHIONS
SALE \$1.00
Price

Here's a one-day SALE of the new front rank styles in brilliant hat fashions... to give glamour to your eyes and profile. These new fall styles answer the call of autumn in color and fabric, in rich details and sparkling styles. And best of all you can choose the style, the color and the material best suited for your type from hundreds and hundreds of fashions. Plenty of youthful sizes for the "Junior-Miss."

Brettons
Cuff Turbans
Berets
Brim

Sailors
Tricornes
Brim
Felts

Velvets
Rabbit
Wool
Tyrolean

—Downstairs at Ayres.



Brand NEW for Fall!

Our Own Fine
La Sayre
SHOES
\$2.95

La Sayre Shoes features the REALLY NEW fall shoe fashions in pumps, straps, ties, and combinations. Choice of suede, patent, crushed leathers, kid and calf skins with all leather soles, kid linings and high or low heels. Sizes 3 to 9. AAA to C widths.

—Downstairs at Ayres.

Extra Special!

Wash Frock
In New Fall Prints
99¢



What's Fall without a new wash dress wardrobe? A sheer print, a floral, a gay plaid or check, a stripe or a combination collar. All fast colors and with dainty trims that show people that you know a thing or three about choosing what's right in fashion. Sizes for women and misses.

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Bargains for Tots!

Infants' Hose
Pr. 10¢
Infants' and children's all-wool hose in white or champagne colors. All of finest quality.

Children's Rayon
Undies, Ea. 19¢
Plain rayon bloomers, panties or vests in sizes 2 to 6 years are very low sale priced tomorrow.

Children's 3-Pc. Coat Set
These are slightly soiled from counter display. Consists of coat, leggings and beret to match in warm Chinchilla. Sizes 1 to 3. In lovely pastel colors.

—Downstairs at Ayres.

\$2.69

CLEARANCE!

Our Own First Quality

La Sayre

Full Fashioned Hose

Sheer Chiffon 49¢ Pair

Thousands of women know these hose at a much higher price. Tomorrow you can save plenty on our own brand sheer chiffon hose of strictly first quality. All pure silk, full fashioned with picot edge, ravel stop and fully reinforced at points of wear. In a grand assortment of colors. Sizes 8 1/2 to 10 1/2.

Women's "Buster Brown" Hose

Silk service weight hose with lisle well, seamed back and fully reinforced at points of wear. Sizes 8 1/2 to 10 1/2. First quality.

Clearance! Children's Anklets, 3 Pr. for 25¢

—Downstairs at Ayres.

SALE! Men's Better

Shirts and

Shorts

29¢ Ea.

The SHIRTS are "Beverly" made of fine swiss rib knit that fits like a glove. Sizes 34 to 46. The SHORTS are of the famous Pepperell fabrics. Full banjo seat style and full government standard cut. Covered elastic sides. Neat and fancy patterns. Sizes 28 to 44.

—Downstairs at Ayres.

Men's Better Pajamas, \$1.00 Pr.

All fast color broadcloth in collar attached, slipover and coat style. Neat patterns and colors. Sizes mostly B, C, and D, but not in all styles.

Men's Fancy Socks, 6 Pair \$1.00

These socks have the double sole, double heel and double toe to give you longer than ordinary wear. Neat and conservative patterns suitable for fall. Sizes 10 to 11 1/2. Seconds.

—Downstairs at Ayres.

Balbriggan Pajamas

Women's & 69¢

Misses' Soft, durable balbriggan pajamas in one and two-piece styles. Two tone color combinations. Sizes 16 and 17. Seconds.

Rayon Undies

19¢ Ea.

Plain rayon panties, stepins, bloomers or vests. Well made of durable rayon. Medium sizes.

Women's Rayon Taffeta Slips

59¢

V or straight lace top and hem. Bias cut. Sizes 34 to 44. Flesh, tearose or white color.

Flannelette Gowns

79¢

In a medium weight flannelette with V or high neck. Sizes 16 and 17. White, flesh or stripes.

2-Way Stretch "Foundettes"

84¢

"Choose your foundation garment first" from these "foundettes" of 2-way stretch. It moulds the figure yet gives you lots of freedom.

Brassieres

25¢

Bandettes in crepe combinations, well fitted and well tailored. Sizes 30 to 38.

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54-In. Monks Cloth

Reduced for clearance. Solid

colors and natural with 39¢

colored figures. Yd.

Dotted Cottage Sets

Reduced for clearance to less

than 1/2 price. In blue only. Pair. 39¢

283 Yards of Fine Silks

Discontinued colors of our

\$1.00 quality silks including satin, crepe, canton crepe and flat crepe. While the quantity lasts.

Colored

Lace Curtains

Reduced for clearance, to just

1/2 price. While 45 pairs last. Pair. \$1.00

Duchart

Bridge Covers

Size 34x34 in plaid woven cloths. All fast colors. Each. 29¢

Chinese Lace Cloths

Sizes 72x90 and 72x72. Limit of 1 to A CUSTOMER. \$1.00

—Downstairs at Ayres.

AYRES Downstairs Store's good old fashioned Friday Bargain Sales bring you marvelous values in high quality merchandise at sensational low prices... prices that make your dollars do double duty for yourself, your home, your family or things you'll need in the future. Values in every department (both upstairs and down)... come prepared to browse around a long time, for you'll feel extravagant if you miss any of these sensational Friday Bargains.

See Page 17 for More Bargain News!

A Remarkable Price! An Unusual Width!

30-Inch Silk * Crepe

Lowest Price in Our History
for Silk Flat Crepe!

39¢
Yd.

Tearose
Maize
Carioca
Nile

White
Brown
Copen
Eggshell
Nassau

Wear silk for the price of cotton! A new thrift width—30 inches wide. That's how we can sell this at our lowest price ever for silk flat crepe. Use it for dresses, lingerie, linings for yourself. Dresses for the children for school or party. After this is gone we can sell it no more at this price. Choice of a host of colors including the new Fall shades.

* Weighted

Clearance! Silk Remnants

28x18 - inch square samples and regular remnants from 1/2 to 3/4 of a yard length.

283 Yards of Fine Silks
28x18 - inch square samples and regular remnants from 1/2 to 3/4 of a yard length.

69¢
Yd.

Ready Made Damask Drapes

Ready-to-hang damask drapes in one to five pair of a kind. Satine lined. Made of fine damask. Choose from plain or figured weaves in blue, rust, green, rose and brown colors in light or dark shades. All 7-feet long. A very special sale price for Friday.

\$2.69
PAIR

Colored Lace Curtains

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SALE on Your Fall Wardrobe!

New Dresses

On SALE Friday!

To find the newest styles, fabrics and details in dresses of such fine quality at this low price, is indeed a value. Wools! Crepes! Failles! Canaries! Transparent velvets... are front rank fabrics. Which one for YOU? And you get the new silhouette that's clean-cut, and simple with a refined gracefulness that the fall of 1934 requires. Sizes for women, misses, half-sizes and juniors.

Afternoon Frock
Daytime Frock
Business Frock

Wools
Silks
Velvets

\$6.98

Downstairs at Ayres Where Fashion Is Less Expensive!

Smart New Handbags 44¢

Black, brown and navy colors in the new fall handbag fashions. In a varied assortment of styles and simulated grains.

Cotton Print Handkerchiefs 6 for 25¢

Women's mid-size cotton print handkerchiefs in a large assortment of cotton prints. All fast colors. Very special sale.

—Downstairs at Ayres.