

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

(REGISTERED)

110 Sizzling FRIDAY BARGAINS

There Are SAVINGS
in Every Item...
Read Them All!

Bargains for the Home

Felt Base Covering Sq. Yd., 29c
Armstrong and Congleton Nairn felt base cover-
ings in choice of several patterns and colors.
Limited quantity.

Rag Rugs Each, 49c
Rayon and silk rag rugs in size 24x36 inches.
Choice of excellent color combinations.

9x12 Rug Pads \$3.39
All-wool rug pads in sizes 9x12 or 8x10.6. Pro-
tect life and beauty of your rugs.

"Seranton" Table Covers \$1.39
Classed as second. Limited quantity. Size 62x81
inches.

72x84 Blankets Pr., \$2.98
5% part-wool blankets classed as imperfects.
Satin bound ends. Gift seekers note!

**81x90 or 72x90
Sparta Sheets**

Full bleached
"Sparta" sheets
that will give you
all the service you
could expect
from a sheet sell-
ing for much
more. Full 60x90
thread-count construction.

Printed Rayons Yd., 39c
Remnants of new fall prints in patterns and
colors for dresses, blouses, etc. From 1 to 4-yard
lengths.

Silk Pongee 6 Yards, \$1
Because of very sensational low price... we
have to limit it to 12 yards only to one customer.

Dress Goods Yd., 59c
Wool and wool mixtures, jerseys, wool and rayon
dress materials and black acetate crepe. 2,000 yds.

54-Inch Suitings Yd., 79c
Wool and wool mixed suitings in black and plain
colors. Some tweed effects. Dress weights also.

Bath Towels 7 for \$1
Size 18x36-inch bath towels. Heavy quality. Have
fancy colored borders. Low priced.

Bath Mats 2 for \$1
Slight imperfections of a fine quality solid color bath
mat that usually sells for much more.

Linen Lunch Cloths 50c
Size 43x43-inch all-linen fringed and lunch cloths.
Have a very beautiful border design.

Point Venise Panels Each, \$1
Beautiful embroidered imported lace curtains.
Use one or two to a window with or without
drapes.

Drapery Damask Yd., 39c
40-inch corded weave plain rayon warp drapery
damask. Choose from blue, rose, red, green, gold
and rust.

Toileured Curtains 3 Pairs, \$1
Ecru color, marquisette material. 2 1/2 yards long
with neat 1-inch inside hems. A bargain!

**2 1/2 Yard Long
Curtains**

Tailored curtains,
ruffled curtains or
cottage sets in
a beautiful mar-
quisette in pastel
colors. Choice of
desirable weaves.
Cottage sets, 2 1/2
yards long.

Adjustable Top Curtains Each, \$1
2 1/2 yards long, adjustable top lace curtains. Can
also be adjusted to 2 yd. 3 inch and 2 yd. 6 inch.
Mesh weave.

Damask Drapes Pr., \$2.39
Ready-to-hang, scissored damask drapes. Fully
lined, all cut 7 feet long. Colors: Blue, rust, red,
gold and green.

25% Wool Blankets \$4.95
Size 70x90 inches. First quality. Weighs 4 pounds.
Choice of lovely patterns and colors.

Damask Lunch Cloth \$1
Size 53x83-inch linen damask lunch cloth. All
white or white with colored borders. Buy now!

Tablecloths Each, \$1
Size 60x80-inch linen crash tablecloth or 60x80
Dutch cut old-fashioned colored check cloth.

Mattress Covers Each, \$1
For full bed size mattresses. Made of washable
heavy quality muslin that's serviceable.



Tunics Go to Many Lengths to Flatter ... Friday! A Great SPECIAL SELLING of Tunic Frocks

STYLES:

Archer
Russian
Chinese
Metal Trims
Crepes
Failles
Long Tunics
Midway Tunics
Blouse Effect
Tunics

We don't know to what length fashions are going—but we do know that
tunics go to many lengths to flatter. This special selling brings you that
all important new fashion for TUNICS in its diversified versions and
many lengths—designed to flatter every woman. Short, blouse effect tun-
ics, long tunic frocks or midway, tunic effects. In every spicy fall color in
sizes for women or misses.

Carioca Brown
Raspberry
Bright Green

Peacock Blue
Rust
Brown

Dark Green
Combinations
Black

—Downstairs at Ayres.

\$7.95
or 2 for \$15

Seasonable, Wanted
Items... of Ayres'
Standard QUALITY!

Bargains for Men

Men's Fancy Socks 7 Pairs, \$1
Neat fancy patterns and colors; first quality; sizes
10 to 12.

Men's Work Shirts 69c
"Auto Brand" shirts, cut full and comfortable; in
blue chambray. Sizes 14 to 17 1/2.

Men's Fine Looking Broadcloth Shirts

A fine group of
broadcloth shirts
in white and as-
sorted colors.
Carefully tailored,
full cut, collar at-
tached styles.
Sizes from 14 to
17.

Shorts and Shirts 4 for \$1
Banjo seat shorts with covered elastic sides; fast
colors; sizes 28 to 42. Also fine combed cotton
knitted shirts; sizes 34 to 46.

Shorts and Shirts 5 for \$1
Full cut, roomy shorts in neat fancy patterns;
sizes 30 to 42. Rib knit athletic shirts in size
34 to 46. Second.

Men's Blue Melton Jackets

This heavy, warm,
blue melton jacket
comes in the pop-
ular cosack style
with slash pockets
and side tabs.
Large warm col-
lar. Sizes for men
and young men.

Corduroy Slacks \$2.79
Collegiate style slacks with wide bottoms; in
good color range.

Suede Cloth Jackets \$2.59
Warm, water-proof windbreakers for sportsmen
or outdoor workers.

Suede Leather Jackets \$5.45
Good quality suede leather; zipper front; knitter
cuffs, collar and bottom.

Corduroy Jackets \$3.09
Unlined jackets with zipper closing; in bright
collegiate colors.

Men's Wool Pants \$1.79
A big assortment of trousers for work or dress
exceptional buy!

Men's Felt Hats \$1.95
Lightweight felt hats at a bargain price; in near
gray, steel gray and tan; extra quality!

Bargains for Boys

"Latham" Shirts 3 for \$1.89
These are our best shirts; made according to gov-
ernment standards; in plain colors and neat
fancy patterns. Sizes 6 to 14 1/2.

Zipper Front Jackets \$2.79
Choice of either blue Melton or plain color cor-
dury jackets with zipper front; sizes 8 to 18.

Shirts or Blouses 49c
In neat fancy patterns; shirts in sizes 8 to 14;
button-on blouses; 6 to 10.

Boys' Sturdy Knickers \$1.00
Part-wool knickers with knit grin bottoms; tweeds
and passimere weaves; sizes 6 to 15.

Corduroy Slacks \$1.79
Boys' collegiate slacks with wide bottoms and
side tabs; plain colors or fancy partridge patterns.
Sizes 6 to 18.

Boys' Sweaters \$1.00
Just 600 real "Dundee" sweaters; in royal blue,
green, gray, navy, etc. Sizes 28 to 38.

Goggle Helmets 25c
Black leatherette helmets with goggles; full lined;
all sizes. Clearance priced!

Leather Gloves \$1.29
Irregulars of genuine leather gloves. Lambkin
and real kidskin. Assorted colors. Sizes 6 to 7 1/2.

Cotton Knit FROCKS

A value that will bring
capacity crowds... no
doubt. Cotton knit sports
dresses in sizes 14 to 44.
Choice of color combina-
tions in youthful looking
styles.

Uniforms and Hoovers 89c
A manufacturer's close-cut of fine quality SAN-
FORZE-SHIRK broadcloth uniforms and
Hoover aprons; broken sizes.

Fabric Gloves Pr., 69c
Salesmen's samples and discontinued styles in
pulleins and button styles. Sizes 6 to 7 1/2.

Leather Gloves Pr., 89c
Capekins, lambkins and some kids. Irregulars.
Black, brown, beige and white colors. Sizes 6
to 7 1/2.

Fall Handbags Each, 88c
Pouch or underarm styles in simulated leather
bags. Nice new fittings. Black, blue or brown
colors.

Coat Sweaters \$1.59
All-wool coat sweaters in glorious fall colors and
combinations. Sizes 34 to 44.

New Sport Skirts \$1.59
Flannels or tweeds in plain colors and mixtures.
Part woollens in mixtures. Plain or novelty styles.

Hosiery Bargains

"Wonderband" Hose 2 Pairs, \$1
Wonderband RINGLESS hose with the Wonder
heel and Wonder toe; wispy, sheer chignon. Ir-
regulars.

Women's Chiffon Hose 39c
Full-fashioned stockings in broken sizes and
colors; irregulars.

"Buster Brown" Hose 29c
Women's service weight stockings of pure silk re-
inforced with rayon; durable lisle reinforcements.
First quality; sizes 8 1/2 to 10 1/2.

Girls' Lisle Hose 3 Pairs, 50c
Growing girls' shaped hose; in serviceable lisle;
irregulars; 8 to 10.

Boys' Knicker Socks 3 Pairs, 50c
Exceptionally durable quality; irregulars.

Children's Stockings 2 Pairs, 25c
Full length cotton school hose; irregulars.

For Girls and Tots

Girls' Twin Sets \$2.49
All-wool twin sweater sets. Choice of colors.
Sizes 8 to 16 years.

Girls' Jackets \$1.49
Suede jackets, Cosack style. Red, brown, green
and blue. Sizes 8 to 14.

Girls' Sweaters 94c
Slipover or coat sweater styles. All-wool. Tan,
blue, green, red. Sizes 8 to 16.

Girls' Wash Dresses 94c
Plaids, stripes, dot patterns. Wide assortment
of styles and colors. Sizes 8 to 16.

Girls' Silk Dresses \$1.59
Silk crepe dresses in street colors. Plaids and
solid patterns. Sizes 8 to 16.

Girls' Raincoats 25c
Girls' rubber raincoats. Full cut. In one color
only. Sizes 7 to 16.

Girls' Winter Coats \$9.98
All-wool coats in novelty tweeds with racoon
collar or fur-lined tweed coats. Sizes 8 to 16.

Girls' Coats \$4.88
Novelty wool and mixed coats. Warmly lined.
Blue, wine, green and brown colors. Sizes 7 to 14.

Girls' Wash Dresses 49c
Novelty prints with self or contrasting trim.
Fast colors. Sizes 7 to 14 years.

Toddler's Sleepers 88c
3-piece sleepers in flannelette. Have an extra
pair of trousers. Inclosed feet. Pastels. Sizes
1 to 4.

Children's Knit SLEEPERS

These warm
knitted sleepers
have feet and a
drop seat. In
sizes from 1 to 5
years. Service-
able.

Tots' Pajamas 50c
Flannelette pajamas in attractive patterns. Well
made. Serviceable. Sizes 2 to 6 years.

Infants' Hose 19c
Rayon, wool and cotton hose in infants' sizes.
Good quality and serviceable weight.

Infants' Shirts 19c
Part-wool infants' shirts in single or double
breasted styles. Infant sizes.

Tots' Sweaters 77c
All-wool sweaters. Button coat and slipover
styles. Dark and pastel colors. Sizes 1 to 6.

3-Piece Coat Sets \$5.00
All-wool chinchilla coat sets. Coat, drawer leg-
gings and helmet. Red, blue, brown. Sizes 2 to 6.

Baby Buntings 79c
Made of blanket cloth. Pink and blue satin trim.
Well made for warm service.

Brother and Sister Suits 89c
Wool jersey. Shorts for brother. Pleated skirt
for sister. Sizes 3 to 6 years.

Warm Bathrobes 89c
Made of whitening cloth. Juvenile and checked
patterns. Sizes 2 to 6. Blue, green, red, brown.

Union Suits 89c
Children's 100% wool union suits. Minneapolis
made. Boy or girl style. Sizes 2 to 8.

Children's Union Suits 50c
Winter weight rayon and cotton union suits.
Boy and girl styles. Sizes 2 to 8.

Underwear Bargains

Plain Rayon Gowns \$1.00
Durable rayon gowns with lace or tailored styles.
Fresh, rayon. Blue. Sizes 16 and 17.

Pure Silk Slips \$1.49
Irregulars of pure dye silk crepe slips with lovely
lace trim. White only. Bias cut.

Silk Crepe Panties 50c
Pure silk crepe panties with lace and color trim.
Flesh or tearose. Medium sizes.

Pure Silk Gowns \$1.00
Have V neck. Ribbon tie. Narrow lace edge. Flesh
and tearose colors. Sizes 16 and 17.

Pure Silk Slips \$1.65
Beautiful pure silk crepe. Flesh or tearose; some
white. Sizes 34 to 44.

Chardisheen Slips 94c
Straight lace tops and plain hems. Sizes 34 to 44.
Flesh or tearose.

Pure Silk Crepe SLIPS

Made of lovely
pure silk crepe.
Lace tops and
hems. All bias
cut in flesh and
tearose color.
Sizes 34 to 44.

Outing Gowns 69c
Plain white, stripes or flesh. Yoke and two-but-
ton front. Sizes 16 and 17.

Porto Rican Nighties 3 for \$1
Hand-embroidered. Flesh or white. V or round
necks. Sizes 16 and 17.

Porto Rican Gowns 50c
V or round necks. Hand-embroidered. Flesh
or white. Sizes 16 and 17.

Philippine Gowns 74c
Hand-embroidered. V or round necks. Flesh or
white. Sizes 16 and 17.

Women's Cuddles 20c
Cotton cuddle vests and pants. Well made. Flesh
color. Small, medium and large sizes.

20% Wool Cuddles 3 for \$1.00
Panties and vests. Fit snugly for warmth. Do
not scratch. Small, medium and large sizes.

Children's Union Suits 50c
Medium weight cotton ribbed union suits. Dror
seat style. Sizes 2 to 12 years.



A Sizzling Friday SALE of New Fall Shoes

Over
1,500 Prs.
at Only **\$1.00** PAIR

—Pumps
—Straps
—Ties
—Suedes
—Kids
—Calfs

Tomorrow a sizzling sale of Women's higher priced
shoes at a price that appeals to thrift loving women.
These new fall styles are classed as factory damaged
shoes, however the wearing qualities are not impaired.
Choose from all the new fall styles in black or brown
or combination leathers. All sizes, but not in every
style.

—Downstairs at Ayres.



Red Hot New Fashions in Our Sample Hat Sale

At a Sizzling
Low Price— **\$1.00**

We went snooping around the mid-west markets for sample hats to
sell for \$1... and got them! Dashing fall styles and bright fall colors
from famous designers and makers. Made to sell for twice this price
and more. A headsieze for every woman in berets, brims, tricornes
and pillboxes.

At **\$2.00**

Dazzling new fall fashions, spicy fall
colors and bright trims. From famous
designers and makers... all made to
sell from twice to five times this price.
Headsizes for all women.

At **\$3.00**

Chic is the head that wears one of
these adorable fall sample hats. Dozens
and dozens of styles, lovely fall colors
and trims from famous makers and de-
signers that you'll recognize as soon as
you see the names. All headsizes.

—Downstairs at Ayres.

More Sizzling Friday Bargains
on Page 19—See Them Now!