

The "BUY WAY" of INDIANAPOLIS AYRES^A DOWNSTAIRS^A 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 Congoleum. Nairn felt base coverings in choice of several patterns and colors. Limited quantity.

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

9x12 Rag Pads \$3.39
All-hair rag pads in sizes 9x12 or 8x10.6. Protects life and beauty of your rugs.

"Scranton" Table Covers \$1.39
Classed as seconds. Limited quantity. Size 62x81 inches.

72x84 Blankets Pr., \$2.98
85% part-wool blankets classed as imperfections. Satine bound ends. Gift seekers note!

81x90 or 72x90 Sparta Sheets

65c

Full bleached
"Sparta" sheets
that will give you
all the service you
want. Made
from a sheet sell-
ing for much
more. Full 60x60
thread-count construction

Printed Rayon 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, 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 two-tone effects. Dress weight also.

Bath Towels 7 for \$1
Size 28x36-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 48x43-inch all-linen fringed end lunch cloths. Have a very beautiful border design.

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

Draperies Damask Yd., 39c
40-inch cored weave plain rayon warp drapery. Colors from blue, rose, red, green, gold and rust.

Toilever Curtains 3 Pairs, \$1
Eru color, marquisette material. 2 1-8 yards long. Total length 1 inch inside hem. A bargain!



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



Bemberg Slips \$1.19

Durable bemberg slips with adjustable shoulders and front panel. Lace tops, hem. Sizes 34 to 46.

Knit Union Suits 50c

Women's tinted cotton union suits with ravor stripe. Knee length. Sizes 36 to 50.

Princess Slips \$1.00

Women's cotton, knit, built-up shoulder slips for stretch slips. Sizes 40 to 50-inch lengths. Irregulars.

Women's Rayon Undies 3 for \$1

Plain rayon or "Sun-glo" rayon panties, stepins, bloomers, vests and chemise. Small, medium, large sizes.

Rayon Undies Each, 19c

Plain rayon panties, stepins, vests in various styles. Flesh color. Medium sizes.

Rayon Gowns 50c

Women's "Sun-glo" rayon gowns with V neck, some lace trimmed. Tearose. Small, medium, large sizes.

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

2 for

\$1.00

A fine group of broadcloth shirts in white and as-
sorably 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
knit shorts. Sizes 30 to 42. Also, ribbed cotton
knit shorts; seconds; 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. Seconds.

Men's Blue Melton Jackets

\$3.29

This heavy, warm,
blue melton jacket
comes in the pop-
ular cossack style
with wide notched
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 cold 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, hunt pants.

Men's Felt Hats \$1.95

Lightweight felt hats at a bargain price; in pear-
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-
duroy jackets with zipper front; sizes 8 to 18.

Porto Rican NIGHTIES 50c

V or round necks. Hand-embroidered. Flesh
peach, white. Sizes 16 and 17.

Porto Rican GOWNS 50c

V or round necks. Hand-embroidered. Flesh
peach, 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. Drop
seat style. Sizes 2 to 12 years.

Goggle HELMETS 25c

Black leatherette helmets with goggles; full lined;
all sizes. Clearance priced!

\$7.95

or 2 for \$15

Pure Silk Slips \$1.65

Beautiful pure silk crepe. Flesh or tearose; some
white. Sizes 34 to 44.

Cardisheen Slips 94c

Straight lace tops and plain hem. Sizes 34 to 44.

Pure Silk Crepe
SLIPS

84c

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

Outing GOWNS 69c

Plain white, stripes or flesh. Yoke and two-bot-
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
peach, white. Sizes 16 and 17.

Philippine GOWNS 74c

Hand-embroidered. V or round necks. Flesh or
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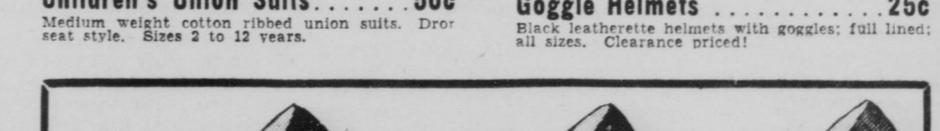
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Black leatherette helmets with goggles; full lined;
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A Sizzling Friday SALE of New Fall Shoes

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 thrifty 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 headsize 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

These is the head that wears fall sample hats. Dozens and dozens of styles, lovely fall colors and trims from famous makers and designers 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!