

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

★ (REGISTERED)

FRIDAY IS BARGAIN SHOPPING DAY!

SHOP AND SAVE ON FRIDAY!

Thrilling New Styles—Thrilling New Colors—at a Thrilling Low Price!

New Fall Frocks



\$3.98

Sizes From
14 to 20—11 to 19
and 38 to 52!

For Street
For Business
For Classroom
For Afternoons
For Campus
Metal Trims
Crepe
Flared Skirts
Wools
Shirtmakers
Jacket Types
New Sleeve Details
—Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

New for You! New for Fall!
Choose From an Almost Unlimited Choice of

Style Shoes

Pumps \$1.99
Ties
Straps
Oxfords

Black
Brown
Suede
Calf

Your first choice for a new pair of fall shoes should come from this complete selection of new fall styles in pumps, straps, ties and oxfords. Choice of high heels, medium heels and low heels. Sizes 3½ to 3. Widths AA to C. —Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

Boys' Fast-Color Shirts

Styles for dress or school wear. Well made and nicely tailored to fit and give comfort. Plain white and smart patterns in sizes 6 to 14½.

Boys' Zipper Front Sweaters

New brushed mohair effect sweaters for school, play or dress. Slipover style with zipper front. Tan or Burgundy. Long sleeves. Sizes 26 to 36.

Corduroy Slacks \$1.98

Union Suits 59c

Collegiate style in wine, green, navy, gray and brown colors. Sizes 6 to 20.

—Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

Remnants of Silks, Rayons, Acetates

29c
YD.

If you sew your own, you'll find many uses for these remnants of Silks, Rayons or Acetates. Hundreds and hundreds of remnant lengths up to two-yard lengths. You'll find most any color you want and most any weave you want in this group, while you Shop and Save on Friday.

—Downstairs at Ayres.

CLEARANCE

"CINDERELLA" Wash Frocks For Girls and Children

79c Ea.

Marked so low that we expect them to go out in a hurry. So we advise early shopping, because the quantity is limited. Broken size and color range. Fall materials and styles.

Boys' Wash Suits 79c

Clearance of tots' wash dresses and boys' suits. Smart patterns and colors. Broken size range.

Clearance of Odds and Ends 19c Ea.

Including rayon taffeta dresses, blouses, headwear, etc. For tots' and girls.

—Downstairs at Ayres.

Fine Cotton Toweling, 10c Yd.

Soft absorbent toweling without starch. For fine face and roller towels.

Curity Diapers, 1 Doz., \$1.79

Very slight irregulars. Supersoft and 30% more absorbent than the ordinary diaper.

5% Wool Training Panties, 29c

Infants' and toddlers' winter weight training panties. Sizes 0 to 3 years.

Infants' Rec'ving Blankets, 19c

Size 27x36 inches. Pink and blue colors.

Infants' Crib Blankets, 94c

Size 36x50 inches. Heavy weight with satin bound edges. In pink or blue colors.

Flannelette Diapers, 79c

Slight irregulars. Hemmed and ready to use. Fine quality and absorbent.

Infants' Hose, 2 Prs., 25c

Winter weight cashmere-like hose. Classified as slight irregulars. Regular sizes.

Infants' Gowns, 19c

Flannelette gowns or wrappers in white, pink and blue trim. Regular sizes.

Save on Friday!

Big Values for Babies

Infants' Shirts, 5% wool, Double-breasted style with tie, 39c

Infants' Crib Sheets—Size 27x36 inches. A stockinet water-proof crib sheet, 69c

Infants' Sleepers, 2 pieces attached with extra trousers, Sizes 1-3, \$1.00

Infants' Knit Gowns—Tie style with draw string bottom, 59c

Infants' Flannelette Gowns, Pink, blue and white with applique trim, 29c

Infants' Bassinet Sheets—Size 18x27 inches. Made of water-proof stockinet, 29c

—Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

Tomorrow Only!

"3-Way" Felt Hat

49c
EACH

SAVE ON FRIDAY!

We're Headquarters
for Men's Fine

"Hanes" Quality Knit Union Suits

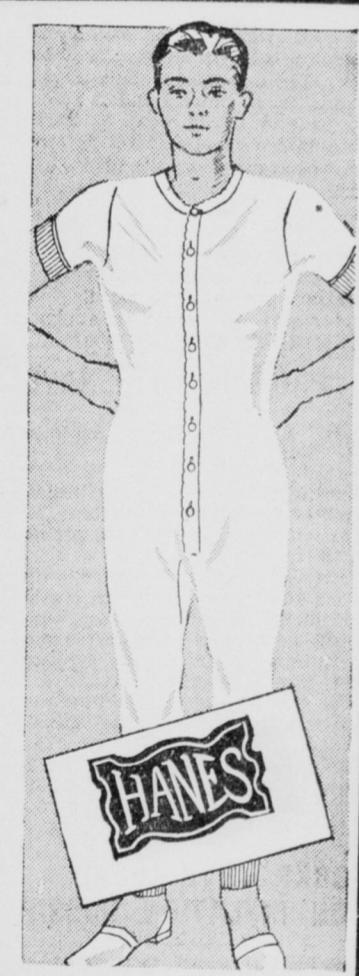
89c

Choose from short sleeve, ankle length, long sleeve, ankle length and short sleeve 3/4 length styles. Each pair is made of fine, soft, combed cotton lisle with "flat-lock" seams. Sizes 36 to 46 in this group.

Sizes 48 to 54 \$1.00

Men's Fast-Color
Shirts and Shorts

4 for \$1.00



A Very Important SALE of 9x12 "Superstan" RUGS

Superb Reproductions of Oriental Rugs

- Seamless
- Heavy Fringed Ends
- Colors Woven Through to the Back
- Extra Heavy Quality
- All-Wool
- Serged Sides
- Red, Rust, Rose Colors
- Sarouk, Ispahan—and Kirmanshah Patterns

\$29.95

Delivers this rug or any 9x12 rug up to \$39.50 to your home. Balance on Ayres' very Convenient Deferred Payment Plan. Plus a small carrying charge.

\$1.00 Down

Sale! Famous Masland

Argone Rugs

Guaranteed by Good Housekeeping!

\$24.95

Fringed ends, non-slip latex back, all-over patterns in Persian designs. 9x12 size in discontinued patterns.

Heavy 32-Oz. Hair

RUG PAD

Cushiony Waffle Weave Type!

\$4.95

Size 9x12 or 8x10.6. Bound edges. Moth-proof and rodent-proof. A splendid value at this price.

—Downstairs at Ayres.

