

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

FRIDAY IS BARGAIN SHOPPING DAY!

SHOP AND SAVE ON FRIDAY!

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

New Fall Frocks

Ayres Downstairs Store knows how to save you money on a new fall dress—and this new collection of the new fall dress fashions more than proves our point. Day-time, business, street, afternoon, classroom styles in the new fall colors, including the new Renaissance colors.



\$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
Crepes
Flared Skirts
Wools
Shirtmakers
Jacket Types
New Sleeve Details

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

Remnants of
Silks, Rayons, Acetates

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.

29c YD.

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.

Gurity Diapers... 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'ing Blankets, 19c

Size 27x36 inches. Pink and blue colors.

Infants' Crib Blankets... 94c

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

Flannelette Diapers... Doz., 79c

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

Infants' Hose... 2 Prs. 25c

Winter weight cashmerette hose. Classed as slight irregulars. Regular sizes.

Infants' Gowns... 19c

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



SHOP AND SAVE ON FRIDAY!

Tomorrow Only!

"3-Way" Felt Hat

1. Wear it as a Breton!
2. Wear it down all around!
3. Wear it up in front, down in back!

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 ¾ length styles. Each pair is made of fine, soft, combed cotton lisle with "flat-lock" seams. Sizes 36 to 46 in this group.

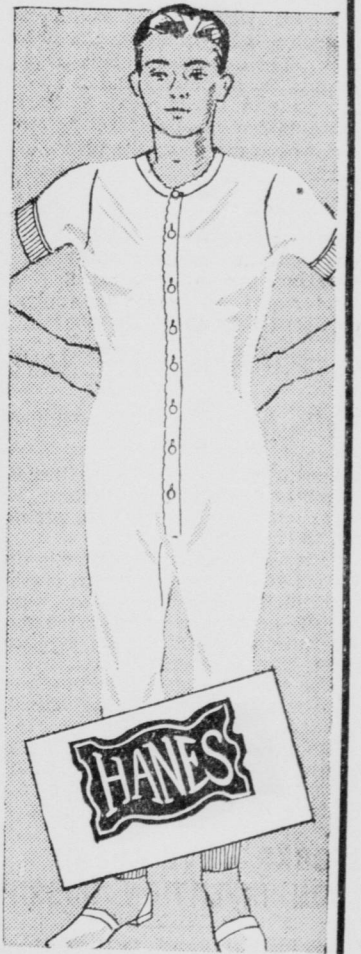
Sizes 48 to 54 ... \$1.00

Men's Fast-Color
Shirts and Shorts

4 for \$1.00

Shirts in size 34 to 46. Shorts, full cut seat, fast color patterns. Elastic sides. Sizes 28 to 44.

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SHOP AND SAVE ON FRIDAY!

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

Style Shoes

Pumps **\$1.99** Black
Ties Brown
Straps Suede
Oxfords 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 9, widths AA to C.

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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. Size 6 to 20. Medium weight short sleeve, knee length union suits. Sizes 24 to 34.

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Wom. Rayon Undies, 3 for \$1
Rayon chemise, panties, step-ins, bloomers or vests. Plain or novelty weaves. Lace or tailored styles.

Wom. Cotton Knit Slips, \$1.19
Built-up shoulder style, floss finished at hems. Irregulars. Sizes 38 to 46.

Women's Rayon Pajamas, 69c
Plain rayon one-piece styles in two color combinations. Some irregulars. Sizes 16 and 17.

Women's Union Suits... 59c
Tinted cotton ribbed union suits with built-up shoulders and tight knee. Sizes 36 to 50.

Women's Muslin Slips... 39c
Straight bodice or built-up shoulder style. Narrow hems. Sizes 36 to 52.

Women's Silk Slips... \$1.00
Pure silk crepe slips with California V or straight lace tops and hems. Sizes 34 to 44.

Wom. Flannelette Pajamas, 79c
One or two-piece styles in pastel colors or print trimmed. Sizes 16 and 17.

Wom. Flannelette Gowns, 69c
These have yokes, two-button fronts and long sleeves. Pastels or stripes. Sizes 16 and 17.

Wom. Porto Rican Nighties, 39c
Hand embroidered with V or round necks in contrasting color trims. Sizes 16 and 17.

Women's Philippine Gowns, 89c
Hand embroidered gowns with V or round necks. Good lengths. White. Sizes 16 to 20.

Hope Muslin... 12½c Yd.
Because of the very low Friday Selling Price, please, a limit of 10 yards to a customer.

Cannon Towels... 10c Ea.
White with colored borders. For gifts, for shower gifts and prizes.

Cottage Sets... 59c
Reduced for clearance. Limited color assortment. Plan to shop very early.

Corduroy Remnants... 49c Yd.
Narrow wale corduroy remnants. Useful lengths up to 4 yards. Choice of many colors.

Bleached Sheeting... 29c
Heavy serviceable quality bleached sheeting. 81-inch width.

Boys' Golf Socks... 5 Pr. \$1.00
Elastic top style in ¾ length. Neat patterns and colors. Sizes 7½ to 11.

Men's Union Suits... 89c
Heavy winter weight. Long sleeve and full length legs. Soft napped fleece back. Sizes 36 to 46.

Japanese Table Cloths... 39c

Size 52x52-inch. Blue, tan and red with beautiful printed designs.

Huck Towels... 10c

Large size all white absorbent huck towels. The perfect face towel.

Curtain Goods... 5c Yd.

Clearance. 36 to 48-inch widths. Remnants and long lengths. Cream or ecru colors.

Stevens Toweling... 10c Yd.

Clearance. All-linen bleached and unbleached toweling. Remnant lengths from ¾ to 1½ lengths.

Part Wool Blankets, \$1.98 Pr.

Size 65x80-inch size. Plaids, satine bound ends. Smart color combinations.

Save on Friday!

**Big Values
for Babies**

Infants' Shirts—5% wool. Double breasted style with tie. 39c

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

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

Infants' Knit Gowns—The style with draw string bottom. 59c

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

Infants' Bassinette Sheets—Size 18x27 inches. Made of water-proof stockinette. 29c

—Downstairs at Ayres.

A Very Important SALE of 9x12

"Superstan" RUGS

Superb Reproductions of Oriental Rugs

\$29.95

\$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 8.3x10.6. Bound edges. Moth-proof and rodent-proof. A splendid value at this price.

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