

# The "BUY WAY" OF INDIANAPOLIS

## AYRES DOWNSTAIRS STORE

(REGISTERED)

### FRIDAY IS BARGAIN SHOPPING DAY!

SHOP AND SAVE FRIDAY!

## New Fall Dresses

New Arrivals That Will Make Their First Appearance Tomorrow!


**\$3.98**

 SIZES:  
11 to 19  
14 to 20  
38 to 52

Tomorrow we show you some of the very latest arrivals, just off the train from New York. And what a great collection! Types for almost every occasion. New style details, new rich, glowing colors. Lovely fabrics, trimmed with metal, embroidery work, pleats, smocking and metallic cloth fabrics. Come in and see this complete style assortment for women, misses and the junior miss. In sizes 11 to 19, 14 to 20 and 38 to 52.

For Street  
For Business  
For Classroom  
For Afternoons  
For Campus  
Crepes  
Metal Trims

Flared Skirts  
Embroidered Details  
Shirtmakers Jacket Types  
New Sleeve Details

—Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

For Friday Only!

## Full-Fashioned Hose

For Friday only a special selling of 1300 pairs of full-fashioned chiffon or chiffon weight hose. Pure silk, some have picot tops. Some irregulars in the lot. Broken sizes and colors.

—Downstairs at Ayres.

**29c**  
PAIR

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**  
YARD

SHOP AND SAVE ON FRIDAY!

## Smart Handbags

**50c** Each

A good selection of smart styles in simulated leathers of all types. Underarm and envelope styles. Black or brown colors. Good looking fittings with each bag.

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Reduced for Clearance!

## Knitted Dress Fabrics

Limited quantity. You'll find various types of weaves and materials in all-wool, wool and cotton mixtures. Lots and lots of very smart colors ideal for fall or winter wear.

—Downstairs at Ayres.

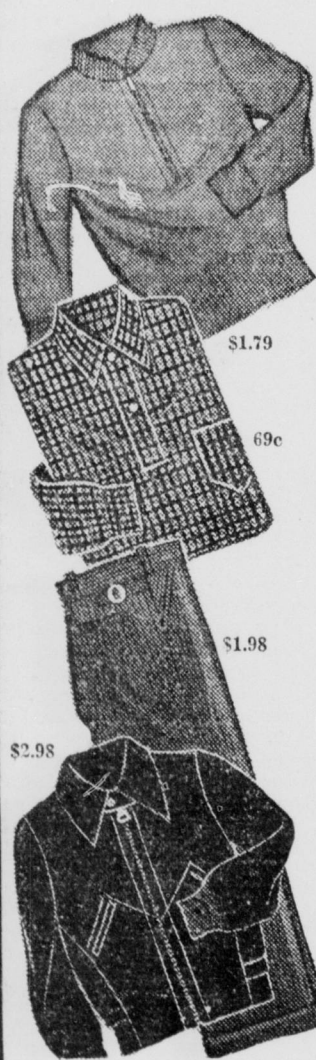
**39c**  
YARD

SHOP AND SAVE ON FRIDAY!

Boys' Plain Color

## Sweaters

With Zipper Front!

**\$1.79**


An elegant sweater for school or dress wear. Plain colors with sports backs and in a brushed wool effect. Brown, blue or gray colors. Sizes 28 to 36.

## New Polo Shirts

69c Each

Polo shirts in the new houndstooth check design. Regulation polo style with long sleeves and polo collar. All sizes in the group.

## Corduroy Slacks, \$1.98

Plain color corduroy slacks, blue, wine, green and brown. Collegiate model with wide bottoms. Sizes 6 to 20.

## Melton Jackets, \$2.98

All-wool melton jackets in wine, green or navy blue colors. Cossack style with zipper front and side rings. Sizes 6 to 20.

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## Boys' Hats \$1.69

New fall styles in heather, gray, brown, blue or green. Styled like Dad's hat. All sizes.

## Boys' Sweaters \$1.98

Boys' sports back sweaters with zipper front and crew neck. Sizes in the group from 28 to 36.

## Boys' Fall Ties 25c

Bright colors and patterns including stripes, checks and all-over designs.

## Boys' Socks 25c Pr.

These are shortie socks to wear with your new corduroy slacks. Lastex tops. Smart patterns and colors. All sizes.

## Boys' Bib Overalls \$1.79

A corduroy overall with bib and suspender. Wine, brown, blue and green colors. Sizes up to 16.

## Infants' Sleepers \$1.00

Infants' 2-piece sleepers, 2 pieces attached with ext. trousers. Warm and comfortable.

## Infants' Gowns 29c

Infants' flannelette gowns in pink, blue and white colors. Serviceable quality.

## Bassinette Sheets 29c

Size 18x27-inch bassinette sheet. Made of waterproof stockette. A perfect shower gift.

## Curity Diapers Doz., \$1.79

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

## Training Panties 29c

5% Wool infants' and toddlers' winter weight training panties.

## Receiving Blankets 19c

Size 27x36 inches. Pink and blue colors in plaid.

## Infants' Crib Blankets 94c

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

## Flannelette Diapers, Doz., 88c

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.

## Wom. Rayon Undies, 3 for \$1

Rayon chemise, panties, stepins. Plain 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 \$1.29

Pure silk crepe slips, straight lace tops and hems. Sizes 34 to 44. V top. Plain tailored. Tealose color.

## Flannelette Pajamas 79c

Women's 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.

## Porto Rican Nighties 39c

Women's hand-embroidered, with V or round necks in contrasting color trims. Sizes 16 and 17.

## Curtain Goods 10c Yd.

Lengths suitable for doors, kitchen and bathroom curtain panels. 36 to 48-inch widths. Nets, marquisettes, candlewick dots.

## Curtain Goods 39c Ea.

4 1/2-Yd. ecru color fish net curtain goods with colored borders. Heavy quality. Enough goods for a pair of curtains.

## Wash Goods 10c Yd.

Remnants in usable lengths. Plain or printed materials in a very large selection of colors for use now.

## Turkish Toweling 15c Yd.

White terry toweling in various widths and lengths up to 5 yards. Make your own towels and wash cloths.

## Sunray Net Panels 39c Ea.

Colorful panels of heavy woven quality. Make lovely living room, dining room or sunroom curtains.

## Unfinished Panels 19c Ea.

Unfinished panel curtains in ecru color. Wide with border bottom and imitation side hem.

## Ready Made Drapes 1/4 Off

Discontinued numbers in 24, 36 and 46-inch widths. Every pair 7 feet long and with sateen linings. Limited quantity.

## Hope Muslin 12 1/2c 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.

## Part Wool Blankets, \$1.98 Pr.

Size 66x80-inch size. Plaids, satine-bound ends. Smart color combinations.

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"KUMFEE"

## Lastex Combination

**\$1.00**

With Detachable Panty Section!



The "Kumfee" Combination is made of porous lastex and serves as a double duty garment. Wear it with the hose supporters or with them detached. This garment also has a mesh brassiere top and adjustable straps.

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## Men's Shirts and Shorts

**4 for \$1.00**

THE SHIRTS—are of fine swiss rib knit that will hug your body like a glove. Full cut for comfort. Sizes from 34 to 46 in the group.

THE SHORTS—are full cut, and have a full seat for longer wear and comfort. Smart patterns and colors. Elastic sides. Vat dye broadcloths. Sizes 28 to 44.

**Ashcroft Shirts 88c**

Plain white or plain colors and fancy patterns. Collar-attached styles in serviceable broadcloths. Sizes 14 to 17.

**Fancy Socks 4 Pr. \$1.00**

Men's part-wool socks in blues, grays, browns. Plaid and clock patterns. Serviceable quality. Some seconds. Sizes 10 to 12.

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SHOP AND SAVE ON FRIDAY!

## SALE! Printed Surface-Burlap Back

## GENUINE CORK LINOLEUM

**59c** Our Lowest Price Ever!  
Sq. Yard

The tremendous saving offered on this genuine cork linoleum will make it worthwhile for you to recover your kitchen or bathroom floor now. A very fine selection of patterns in pretty color combinations. This is the lowest price we've ever offered this linoleum for—probably the lowest price we will ever offer it for.

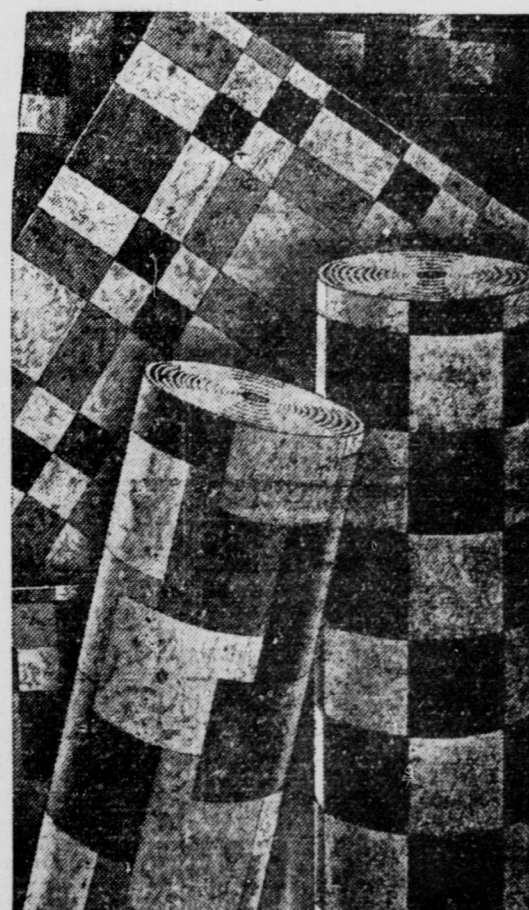
## 9x12 All-Wool Axminster and Masland Argonne Rugs

These rugs are known for their serviceability and very rich patterns and colors. Red, rose, taupe colors included in this group.

**\$23.95**

EACH

—Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

All the New Styles! All the New Colors! All the New Materials!

## New Fall Hats

**\$1.00** EACH

Every style in this group is a true copy of very much higher priced models. Also we've taken some of our higher priced models and reduced them to this price. You'll find most every style, every color and every material that's smart for fall wear in this group. Headsizes 22, 23 and 24 inches.

 Tyroleans  
Bretons  
Turbans

 Off-the-Face Types  
Brims

A Complete Assortment of Colors

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SHOP AND SAVE ON FRIDAY!

You'll Find Real Comfort in These

## "Corliss" Arch Shoes

 At This Real Low Price! **\$2.99** PAIR

Real Comfort because "Corliss" Arch Shoes have a built-in steel arch support and a built-in metatarsal pad. These two features alone are worth the price you have to pay. Add to this, the good looks, and service and you have a combination hard to beat. Black, blue or brown kid ties, or oxfords, and low heel nurses oxfords. Sizes 4 1/2 to 9, widths AAA to C.

—Downstairs at Ayres.