

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.

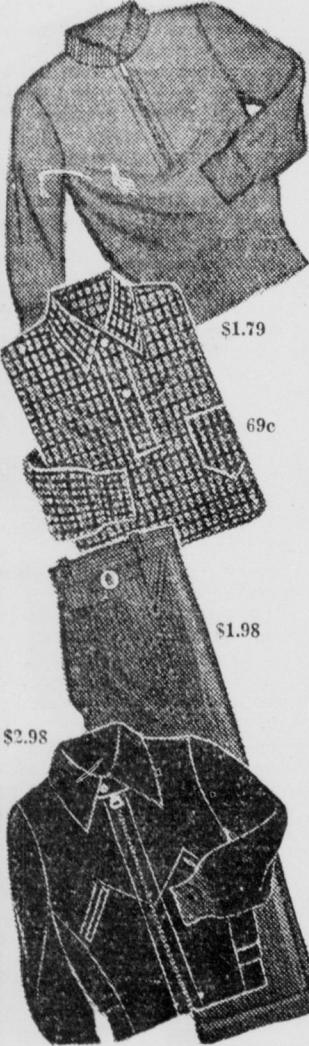
For Street Flared Skirts
For Business Embroidered
For Classroom Details
For Afternoons Shirtmakers
For Campus Jacket Types
Crepes New Sleeve
Metal Trims Details

—Downstairs at Ayres.

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 brushel 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.

—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. Head sizes 22, 23 and 24 inches.

Tyroleans Off-the-Face Types
Bretons Brims
Turbans

A Complete Assortment of Colors

—Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

Full-Fashioned Hose

29c PAIR

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

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

Remnants of Silks, Rayons, Acetates

29c YARD

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.

Infants' Crib Blankets

... 94c

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

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

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.

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