

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

★ REGISTERED

## FRIDAY IS BARGAIN SHOPPING DAY!

## SAVE ON FRIDAY!

48-in. Marquisette  
Curtain Goods

**8c YD.**

Cross bar marquisette in the  
extra width that you demand.  
Smart cream or ecru colors.  
Special for Friday selling.

Women's Silk Slips \$1.00

Pure silk crepe slips with California  
V or straight lace top and hem. Also  
California V tailored style with bias.  
Sizes 34 to 44.

Women's Nainsook Slips, 59c

Nainsook or broadcloth slips in house  
dress length, bodice or built-up  
shoulder style. Sizes 16 and 17. White.

Porto Rican Gowns, 39c

Hand embroidered Porto Rican  
nighties. V or round necks. Contrasting  
color trim. Sizes 16 and 17. White.

Rayon Taffeta Slips \$1.19

Stout sizes in rayon taffeta slips.  
Straight tailored or California lace  
top. Bias cut. Sizes 46 to 50. Teal or  
white.

Wmn's. Bemberg Undies, 59c

Long wearing, smartly tailored bemberg  
panties, stepins, bloomers or  
pants. Plain tailored styles. Sizes 1, 2  
and 3. Tealose color.

## SAVE ON FRIDAY!

Part-Wool  
BLANKETS

**\$1.98 PAIR**

Size 66x80 inches. Satine bound  
ends. Plaid designs in a great  
assortment of smart, serviceable  
colors.

Tuck Stitch Union Suits, 50c

Lisle tuck stitch union suits with  
built-up shoulders. Lastex in knee.  
Small, medium or large size. Flesh.  
Seconds.

Part-Wool Union Suits, 69c

Women's part-wool tuck stitch union  
suits with built-up shoulders, tight  
knee. Small, medium or large sizes.

Silk, Rayon Rem. 19c Each

Approximate 1/4-yard lengths of fine  
quality silks, rayons and acetate remanants.  
Many weaves and colors.

Cotton Comforts \$2.98

Weigh 5 1/2 lbs. Covered with fine  
printed satin top and plain satin  
bottom.

Breakfast Set \$1.00

Linen breakfast cloth. 48x48 inches.  
Fringed linen cloth with 4 lovely napkins  
to match.

Women's Union Suits 39c

Made of elastic combed cotton knit.  
Built-up shoulder, tailored finish.  
Tight knee. Classed as seconds.

Bath Towels 6 for \$1.00

Size 20x38 inches. Seconds of famous  
"Cannon" Towels with colored border.  
While quantity lasts.

Ready-Made Drapes, 1/4 Off

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



## SAVE ON FRIDAY!

### Seamless Axminster Broadloom Carpet

Size 9x12	<b>\$34.95</b>
Size 9x15	<b>\$42.95</b>
Size 6x9	<b>\$17.50</b>
Size 9x18	<b>\$51.50</b>
Size 9x21	<b>\$59.50</b>
Size 9x9	<b>\$24.95</b>

Now is the time to cover your room, regardless of size,  
with fine heavy quality seamless, all-wool Axminster  
Carpet in two smart pattern selections. Red Persian  
pattern or Blue Kirmanshah pattern. Every carpet  
delivered to your home with hand-bound edges.

—Downstairs at Ayres.

Imitation Hardwood  
Floor Covering or Rug Border

**39c 49c 59c**  
YARD YARD SQ. YD.  
(24" Wide) (36" Wide) (6-ft. Wide)

A heavy, durable, lacquered surface veneer in light or  
dark hardwood finish. You'll find many uses for this  
around the home.

—Downstairs at Ayres.

## Mail Order Blank!

Ayres Downstairs Store,  
Indianapolis, Indiana.

Please send me these Men's House Slippers at \$1.50 pair.

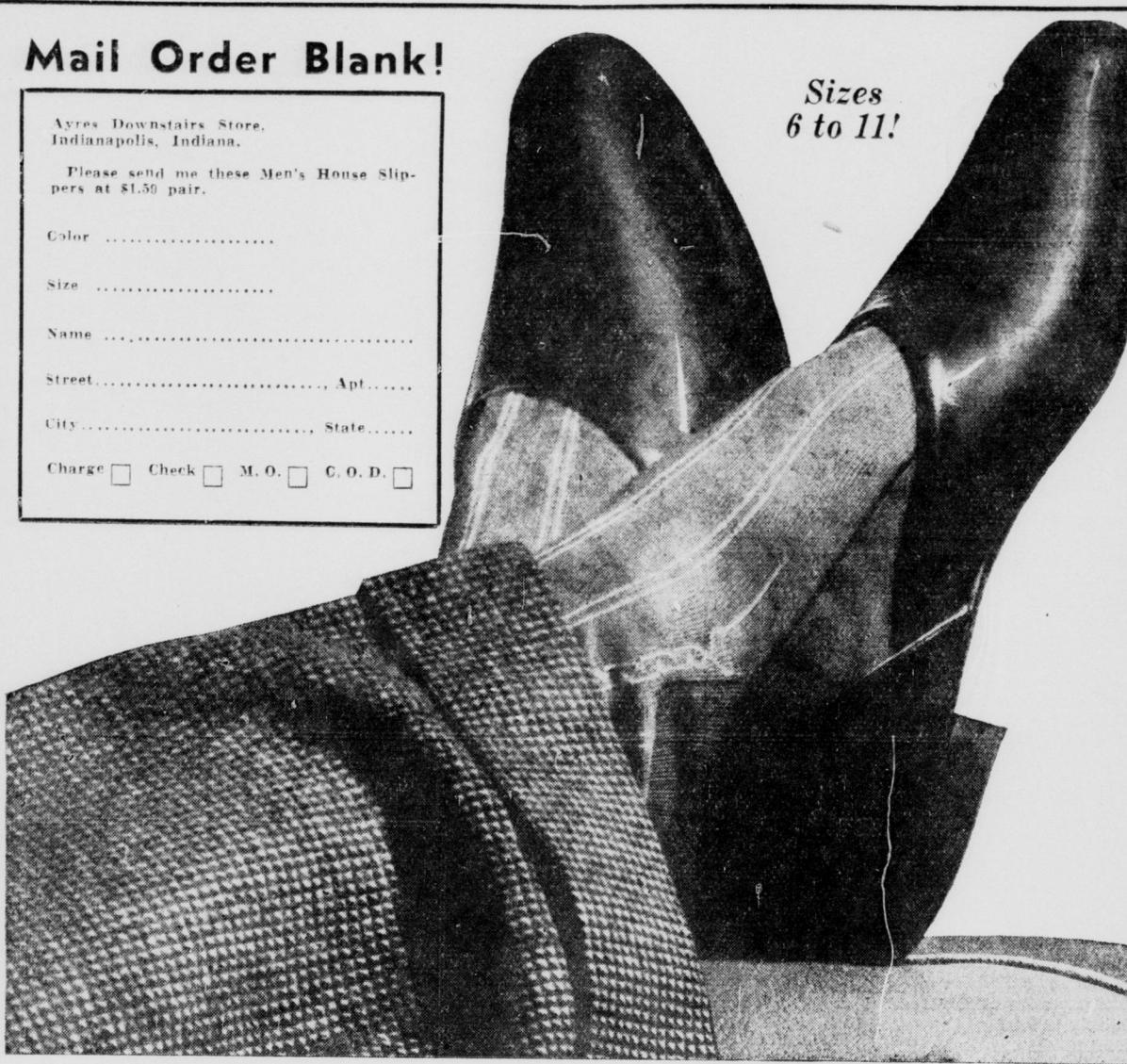
Color .....

Size .....

Name .....

Street ....., Apt. ....

City ....., State .....

Charge  Check  M. O.  C. O. D. Sizes  
6 to 11!

## SHOP AND SAVE ON FRIDAY!

### Frille Boucle Blouses or Wool Slip-on Sweaters

**\$1.00**  
EACH

**THE BLOUSES** —  
Genuine frille boucle  
blouses with short  
sleeves, club collars,  
well tailored. Gold,  
rose, green or black  
colors in a complete  
Size range 34 to 40.

**THE SWEATERS** —  
All-wool slip-on styles  
with long or short  
sleeves. In bright foot-  
ball shades that go  
well with your dark  
winter sports coat.  
Sizes 34 to 40.

## SAVE ON FRIDAY!

Salesmen's Samples

Fabric Gloves

**69c PAIR**

Salesmen's samples and discontinued  
styles of higher priced  
gloves. Washable fabrics, serviceable,  
practical, novelty styles.  
All sizes.

## SAVE ON FRIDAY!

Clearance! Girls'

Cinderella Frocks

**69c EACH**

These are early fall styles and  
colors. Marked to a low clearance  
price because the size and  
color range is broken. Every  
dress a value.

Men's Wool Scarfs

\$1.00

Smart plaid patterns and designs in  
bright cheery colors. Ideal for gifts.  
Oblong style.

Men's Pajamas \$1.19

Fast color pajamas, full cut style in  
slipover or coat models. Smart color  
combinations. Sizes A, B, C, D.

Men's Sweaters \$1.98

Part-wool sweaters in zipper front  
styles and sports back styles. Smart  
color assortments. Sizes 36 to 44.

Boys' Slacks \$1.98

Boys' plain color corduroy slacks in  
assorted colors. Sizes 6 to 20. Full  
cut styles.

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 sus-  
pender. Wine, brown, blue and green  
colors.

Men's Ath. Shirts, 4 for \$1

Fine quality swiss rib knit shirts that  
will fit like a glove. Sizes 34 to 46 in  
the group.

Men's Shorts 4 for \$1.00

Full cut, with full cut seat for longer  
wear and comfort. Smart patterns  
and colors. Sizes 28 to 44.

## SHOP AND SAVE ON FRIDAY!

### Floor Samples of Fine STUDIO COUCHES

**20% OFF**

Sale Price \$17.56 to \$31.60

Just 5 floor samples. All steel construction  
with round corners and sisal covered innersprings.  
Make twin or double bed. Rust or tan.

REGULAR PRICE

## SHOP AND SAVE ON FRIDAY!

A Size for Every Woman—14 to 20  
11 to 19—38 to 52 and 16 1/2 to 24 1/2!

### New Fall Dresses

**\$3.98**  
EACH

New fashions, dramatic in fabric,  
color and style interest. Smart  
fashions tailored to fit and ex-  
press your individuality. Styles  
for sports, afternoon, office, busi-  
ness, street, bridge and informal  
dress wear. Lovely fabrics, trim-  
med with metal, embroidery  
work, pleats, smocking and metal  
cloth fabrics.

For Afternoon **Sleeve Details**  
Informal Evening Shrimakers  
Flared Skirt **For Office**  
For Street **Jacket Styles**  
New Renaissance **Colors**

—Downstairs  
at Ayres

## SAVE ON FRIDAY!

### Women's "Corliss" Arch Shoes

**\$2.99 PAIR**

Ties and oxfords in black or  
brown kidskins. These shoes  
have the built-in metatarsal  
arch. Sizes 8 1/2 to 9, widths  
AAA to D.