

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 hems. 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 36 to 44.

Porto Rican Gowns 39c

Hand embroidered Porto Rican nightgowns V or round necks. Contrast 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. Tearose or white.

Wmn's. Bemberg Undies, 59c

Long wearing, smartly tailored bemberg panties, stepins, bloomers or vests. Plain, tailored styles. Sizes 1, 2 and 3. Tearose 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. Latex in knee. Small, medium or large size. Fresh. 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 4-yard lengths of fine quality silks, rayons and acetate remnants. Many weaves and colors.

Cotton Comforts \$2.98

Weigh 5½ lbs. Covered with fine printed satine top and plain satine 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 20x36 inches. Seconds of famous "Cannon" Towels with colored border. While quantity lasts.

Ready-Made Drapes, ¼ Off

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

Colonial Spreads \$1.69

Heavy cotton spreads in a beautiful colonial woven design. For full size beds.

Cotton Toweling 10c Yd.

Fine huck and other absorbent cotton toweling for face towels or guest towels.

Tots' Training Panties, 19c

Infants' and toddlers' winter weight training panties with yoke front. Sizes from 0 to 3 years in the group.

Infants' Gowns 19c

Also Gertrudes. Kimonos included at this price. White, pink and blue trim. Regular sizes.

Tots' Print Dresses 39c

Tots' print wash dresses in novelty designs, trimmed with lovely contrasting colors. Sizes from 1 to 6 years.

Infants' Hose 19c Pr.

Rayon wool and cotton hose for infants and tots. White and champagne colors. Sizes 6 months to 2 years.

SAVE ON FRIDAY!

Corduroy
Remnants

39c YD.

A limited quantity of corduroy remnants in light shades only. Lengths from 1 to 3 yards. In usable lengths.

Boys' Sweaters \$1.79

Fancy color, zipper front style sweaters. Sports back. Brushed wool effect. Brown, blue or gray colors. Sizes 28 to 36.

Boys' Polo Shirts 69c

New styles in houndstooth check design. Long sleeves, polo collar. All sizes in the group.

Boys' Melton Jackets, \$2.98

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

Boys' Wool Scarfs 59c

Bright plaid designed scarfs. Ideal for wear when winter comes. Or will make a perfect gift. Oblong style.

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.

Mail Order Blank!

Ayres Downstairs Store,
Indianapolis, Indiana.

Please send me these Men's House Slippers at \$1.59 pair.

Color

Size

Name

Street

City

State

Charge ☐ Check ☐ M. O. ☐ C. O. D. ☐



Sizes
6 to 11!

The "Early Bird" Gets the Best Values! So Tomorrow, We Are Offering 500 Pairs of Men's House Slippers, at an Amazing Low Sale Price, to Those People Who Want to Buy NOW and Avoid Last Minute Christmas Crowds and Last Minute Gift Worries!

Pre-Christmas Sale of Men's Genuine Leather House Slippers

At the
Amazing
Low Sale
Price of

\$1.59
PAIR

Black
Brown
Blue
Burgundy

Tomorrow, we stage a sensational House Slipper event in our New Men's Shoe Department. An event that will offer you QUALITY, COMFORT, STYLE and LOW PRICE! An event that will solve Christmas Gift worries for you! These genuine kid leather house slippers in choice of 4 colors have flexible leather soles, rubber heels and come in a complete size range from 6 to 11's. Offered in the favorite Opera style.

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

Frille Boucle Blouses or Wool Slipon Sweaters

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.

\$1.00
EACH

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. Latex 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.

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

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.

20% OFF
REGULAR PRICE

SAVE ON FRIDAY!

New Styles! New Colors!
New Fabrics! One Low Price!

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.

—Downstairs at Ayres.

Infants' Shirts 19c

Infants' part-wool double breasted style shirts. Make a perfect layette gift.

Girls' Dresses \$1.00

Better wash dresses including Shirley Temple styles. Higher priced styles reduced for clearance.

Print Hankies 6 for 25c

Smart print patterns in a nice quality. Make good prizes or gifts.

Women's Scarfs 39c

Smart new fall styles in a great array of colorful patterns and colors.

Fall Handbags 59c

Very new styles in pouch or underarm models. Choose from smart fall colors.

Maid's Aprons 25c ea.

White organdy aprons for dressing up the maid's uniform. Smart for yourself, too.

Women's Sweaters \$1.29

All-wool coat sweaters in blue, gold, green colors. Sizes 34 to 40. Neat tailored styles.

Women's Blouses \$1.00

New tailored cotton blouses for wear now. A smart group of styles in sizes 34 to 40.

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 3½ to 9, widths AAA to D.

SHOP AND SAVE ON FRIDAY!

A Size for Every Woman—14 to 20
11 to 19—38 to 52 and 16½ to 24½!

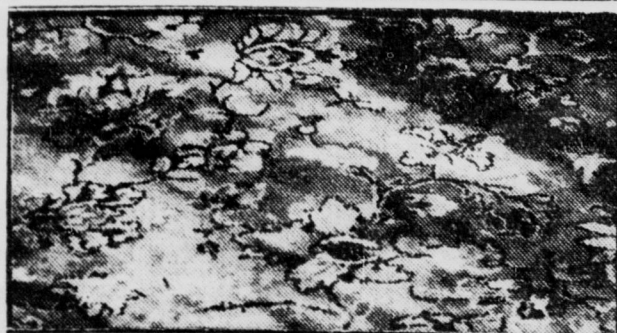
New Fall Dresses

\$3.98
EACH

New fashions, dramatic in fabric, color and style interest. Smart fashions tailored to fit and express your individuality. Styles for sports, afternoon, office, business, street, bridge and informal dress wear. Lovely fabrics, trimmed with metal, embroidery work, pleats, smocking and metal cloth fabrics.

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

—Downstairs at Ayres



SAVE ON FRIDAY!

Seamless Axminster
Broadloom Carpet

Size 9x12 . . . \$34.95
Size 9x15 . . . \$42.95
Size 6x9 . . . \$17.50
Size 9x18 . . . \$51.50
Size 9x21 . . . \$59.50
Size 9x9 . . . \$24.95

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 (24" Wide) YARD (36" Wide) SQ. YD. (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.