

The "BUY WAY" OF INDIANAPOLIS[®] AYRES A DOWNSTAIRS STORE

Store Hours: 9 A. M. to 5 P. M. Daily
9 A. M. to 1 P. M. Saturday

AIR-COOLED

(REGISTERED)

See Page 15

For Other Important News of This
Complete-Store-on-One-Floor!



SHOP and SAVE on Friday!

New Fall
MILLINERY
\$1.39

We're ready with an amazing selection of brand new hats! Hats that will take you in fashion wherever you're going! New forward brims, small brims, medium brims, off-the-face styles, turbans, new "peach baskets" and high crowns. In felts, velvets and taffetas.

—Downstairs at Ayres.

★
80-Square Percale, Yd. . . 16c
Choose from full bolts of brand new percales in lovely fall patterns. Fast colors.

Percale Remnants, Yd. . . 12c
A limited quantity of fast color percales in usable lengths.

Corduroy Remnants, Yd. . . 49c
Wide and narrow wale corduroys in various lengths and a good assortment of colors.

Rayon Taffeta, Yd. . . . 10c
Remnant lengths, greatly reduced. In light and dark colors. Seconds. Limited quantity.

Silk Pongee, Yd. . . . 15c
Limited quantity of 12-momme all-silk pongee, 33 inches wide; natural color.

Knitted Dress Goods, Yd. . . 19c
48-inch woolly looking fabric in fall colors; reduced for clearance.

Unbleached Muslin, Yd. . . 10c
Lovely, soft, finish unbleached muslin, 39 inches wide; finished like 80-square cloth.

Striped Awnings, Ea. . . 79c
Painted stripe awnings reduced for clearance. Mostly 30-inch size.

Friday at 9 A. M.—IMPORTANT SAVINGS in a Big Sale! Plaid-Back Sport Coats

You'll Need a Sporty Swagger Coat More
Than Ever This Season—and NOW
Is the Time to Buy It!

SALE
PRICE

\$8.75

A variety of smart swagger styles are here in this fine assortment of general utility coats—also chic models with belted and pleated sports back. You'll wear them fashionably for business, sports, school, motoring, shopping or travel. Choose from bold plaids, sporty checks and mixture weaves—browns, grays and tans. Here's a coat that you MUST have if you are going into the north country for your vacation!

Sizes for Juniors, Misses and Women

Fur-Trimmed Coats

\$28.00

Rich, luxurious furs manipulated in new and interesting ways are the feature of this fine collection of new winter cloth coats. In all the new fall styles. Sizes for everyone.

Use Our Convenient
Long-Term Layaway Plan!

—Downstairs at Ayres.

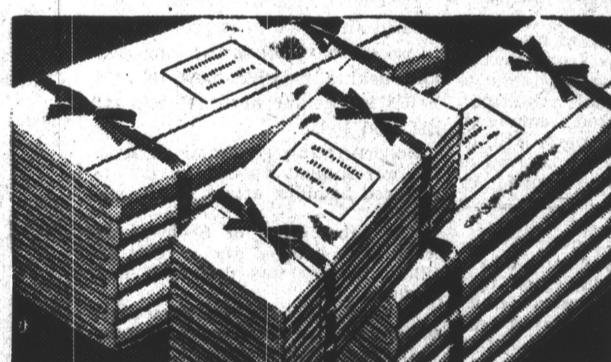


"NEVERMEND"
Silk Stockings
39c PAIR

A marvelous 4-thread silk stocking in seamless chiffon or service weight; special stretch top and silk plaited heel and toe. Sizes 8 1/2 to 10 1/2. Colors to wear now. First quality.

—Downstairs at Ayres.

Friday! A New Shipment of "Nevatere" Sheets



Guaranteed
for 3 Years!

79c
EA.

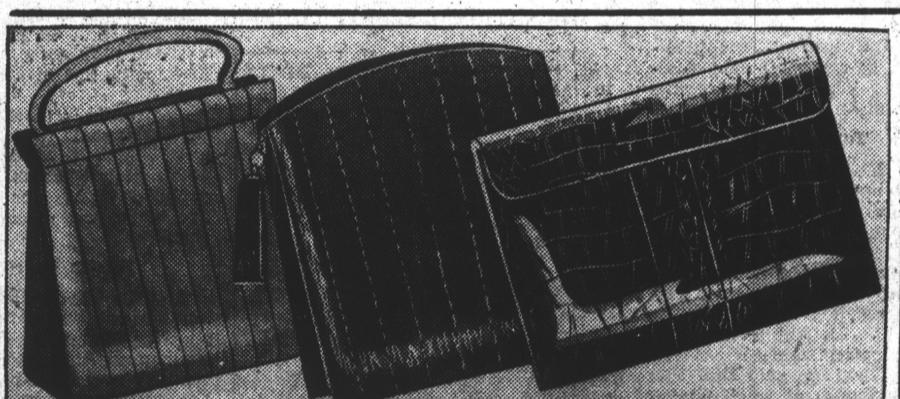
81x99-Inch
72x99-Inch
63x99-Inch

"Nevatere" sheets are the best we know of at such a low price. They are laundry-tested—and are guaranteed to give at least three years' ordinary home service. All sizes listed are torn sizes before hemming. Free from starch and other artificial filling. Pillowcases 42x36 inches are 22c each.

Our Famous TRUTH Sheets

81x99 Inch These are full 64x94 thread count sheets—fine and soft, with no starch or artificial filling; bleached pure white. A new \$1
72x99 Inch low price!

—Downstairs at Ayres.



Pep Up Your Costume With a New Fall Handbag!

Dozens of New Arrivals, at Only

\$1.00
EACH

Exciting new fall handbags are here in delightful variety—all copies of much higher models! You can choose from pouch, envelope, underarm and top-handle styles! In clever grains, such as morocco, beaver, alligator and pin-seal.

- Black
- Brown
- Smoky Gray
- Araby Green

• Ox Blood
• Navy Blue

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SHOP AND SAVE ON FRIDAY!

Designed to Fit the Regulation Requirements of Nurses
... Dentists' Assistants ... Housewives
... Professional and Business Women!

Nurses' Oxfords \$1.99

PAIR

Scientifically Designed for
Comfort and Fit!

- Black or white oxfords! • Selected quality leather soles!
- High quality selected kid-skins! • Built-in steel shank that supports the arch!
- Sturdy rubber heel lifts, that provide an added cushion for easy walking on hard surfaces!
- Designed to fit regulation requirements!

—Downstairs at Ayres.



New Fall Dresses

Authentic Fashions for Women,
Misses and the Junior Miss!

\$3.98

New fall dress fashions are arriving daily... and what lovely fashions they are! Donsens with slim, trim tunics that ANYBODY can wear (they're so slenderizing)... new fitted princess lines... and fabrics that you'll adore (fabrics that you can wear right now, as well as later). But DO come in and see them for yourself tomorrow. They're such fine values. Sizes 11 to 18, 14 to 20 and 22 to 24.

—Downstairs at Ayres.



\$29.75

Beautiful American Oriental rug—all perfect quality—in a fine selection of colors and patterns. Costs in tomorrow and chooses, NO DOWN PAYMENT to make—and only \$1 a day on Ayres' exclusive "PEW PENNIES A DAY PLAN." (Small carrying charge included.)

Carolstan Rugs

\$54.50

Fine Oriental reproduction by the famous Karastan Mills. In Savon, Persian, Shereh and Kirman patterns. Red, rose, blue or tan. 9x12.

9x12 Anglo-Persians, \$89.50

—Downstairs at Ayres.