

The "BUY WAY" OF INDIANAPOLIS AYRES A DOWNSTAIRS A STORE

(REGISTERED)



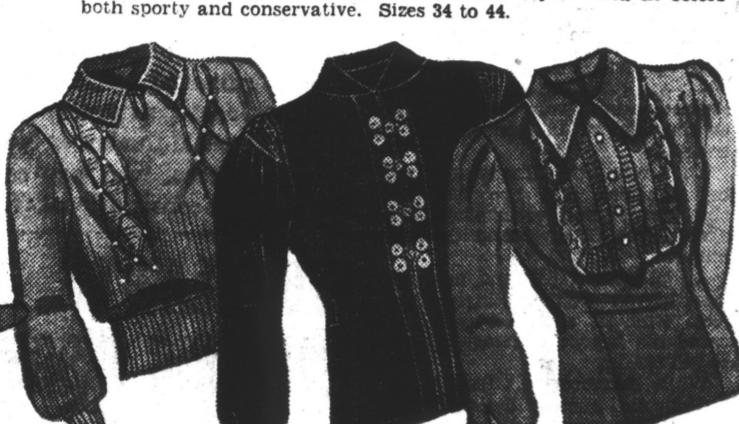
The First Requisite for
Back to School Is Plenty of

Skirts, Sweaters and Blouses! \$1.98 Each

SWEATERS—A gorgeous assortment of all-wool zephyr, long sleeve sweaters with the popular necklines. Round, club collar, crew neck and Brooks Style. In new peasant and coronation colors, such as Rush or Kelly green, brown, yellow, bright blue and reds, etc. Sizes 34 to 44.

SKIRTS—All wool, plain or checked flannels made with at least 4 pleats. A variety of styles to choose from. In brown, black, green, navy, dubonnet. Sizes 24 to 32.

BLouses—For some occasions only a blouse is proper to wear with your skirt—so we present a great assortment of lovely blouses. Silk ones in a wide range of beautiful new styles—and in colors both sporty and conservative. Sizes 34 to 44.



—Downstairs at Ayres.

AIR-COOLED



SAVE on FRIDAY!

Silk Crepe of
"Swan-Ray"

SLIPS \$1.00

Here's a value that puts the \$1 slip in the QUALITY class! Your choice of pure silk crepe—or beautiful "Swan-Ray" (rayon) slips. Made with California V top or straight top; lace trimmed or tailored; bias cut; sizes 34 to 44. Tearose or white.

—Downstairs at Ayres.

Friday! Brand New Full-Fashioned Chiffon Crepe Stockings

59c Pair

Tomorrow we offer a brand new assortment of beautiful crepe finish silk chiffon stockings at a low price. They're full fashioned and made with pleat runstop, plaited sole and toe. Irregulars; sizes 8 1/2 to 10 1/2. In new colors: Jaunty, Saunter, Finesse, Smokestone and Gunmetal.

—Downstairs at Ayres.



At a "Now or Never"
Low 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 backs. You'll wear them fashionably for business, sports, school, motoring, shopping or travel. Choose from bold plaids, sporty checks and mixture weaves—brown, gray and tan.

Sizes for Misses,
Women and
Juniors

Fur-Trimmed Coats \$28

Rich, luxuriant
furs manipulated
in new and interesting
ways are the feature of this
fine new winter cloth
coats. In brand
new winter styles.

—Downstairs
at Ayres

Use Our Convenient
Long-Term Layaway!



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, calf, alligator and pine-seal.

- Black
- Brown
- Smoky Gray
- Araby Green
- Ox Blood
- Navy Blue

Also New Silk Crepe Bags, \$1

—Downstairs at Ayres.



"Tuck-O'-Roll"

A New Casual Felt Hat

You Can Wear in 4 Ways

\$1.39 EACH

Here's a casual Felt Hat that you can wear to suit your mood! Wear it anywhere—and each time you wear it, it will look different. With stitched brim, tucked crown and grosgrain band; black, brown, navy, wine or Scott green.

—Downstairs at Ayres.

Brand New for Fall!

DRESS LENGTHS

Of Fine Rayons and Acetates

59c Yard

A new, large accumulation of mill remnants of many brand new fall fabrics—in plain and novelty weaves—and in the most wanted fall colors. There are most all dress lengths in the lot—from 3 up to 6 yards, and a few skirt lengths. See these Friday—never shown before.

—Downstairs at Ayres.



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 kidskins!
- 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.

TWIN
SIZE

FULL
SIZE

SALE! MATTRESSES

Discontinued Styles and Floor Samples

\$16.95

Twin or Full Size

For the re-opening of our Slumber Shop we present an outstanding value that every one will want to take advantage of! These mattresses are filled with hundreds of tempered coil springs with sisal insulating and 32 pounds of cotton; covered with damask, saten or stripe ticking. A real value!

—Downstairs at Ayres.

Here Is the Dress Buy of the Week!

The School Miss...
The Business Girl...
The Stay-at-homes...

Take Their First Dose of
Fall Fashions in

CROWN TESTED

Dot-Low Crepes

The Silky-Smooth Fabric

\$3.00

By Dotty Low

You'll like the superior finish of Crown-Tested Dot-Low Crepes... their deep, rich, vibrant colors. And most of all you'll enthuse over the Classically tailored shirtwaists... puff-sleeve feminine styles.

Crown-Tested Crepe Means Just This!

- Guaranteed Washable!
- Will Not Fade!
- Will Not Shrink!
- Will Not Pull at Seams!

"Vivify"
Navy, Brown,
Green,
12 to 40

Rayon Taffeta Slips . . . 55c

Women's V or straight top; lace trimmed and bias cut slips of fine quality rayon taffeta. Sizes 34 to 44; terose or dark shades.

Sheer Nighties . . . 89c

Cotton crepe, Porto Rican hand-embroidered, or Philippine night-gowns—in many styles; sizes 16 to 20.

Rayon Undies . . . 29c

Women's novelty weave rayon panties, stepins, briefs, shorts, bloomers or vests; tailored at hem; sizes 27 to 31.

Union Suits . . . 35c

Women's cotton knit suits, with built-up shoulder; band-finished tight knee; reinforced; sizes 36 to 44.

Printed Batiste Gowns, 69c

Lovely prints with hand-applique designs in contrasting color; cool and attractive; sizes 16 and 17.

Friday You Can Buy

81x99

Universal SHEETS FOR ONLY

84c

Just think! A fine count, full size sheet at a low price! They are pure finish sheets, free from artificial filling; cellophane wrapped, 2 in a package. Be sure to see these!

—Downstairs at Ayres.

Friday Only!

ORGANDY CURTAINS

59c Pair

Dainty new curtains of crisp organdy, made with generous ruffles, in attractive pastel shades.

Ruffled Chintz DRAPERY

59c Pair

A limited assortment of attractive chintz draperies offered at a very low price to clear from stock.

Clearance! 43 Pcs.
Style Curtains

1/2 PRICE

High-style curtains that were originally \$1.98 to \$2.98—at HALF PRICE to clear.

—Downstairs at Ayres.