

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

AIR-COOLED

The First Requisite for
Back to School Is Plenty of

Skirts, Sweaters and Blouses!

\$1.98 Each

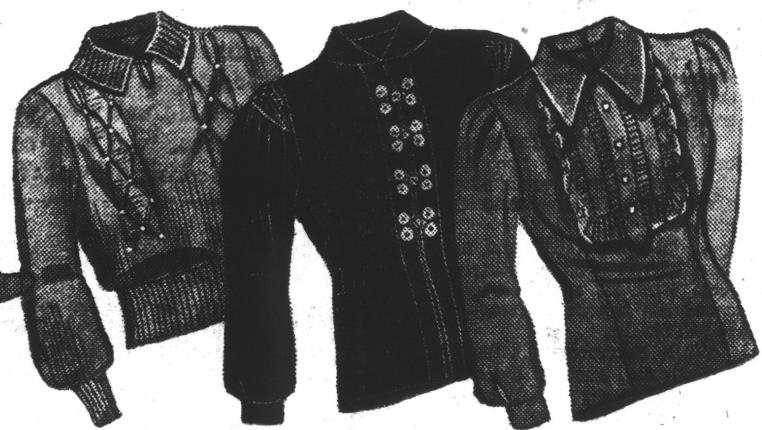
SWEATERS—A gorgeous assortment of all-wool zephyr, long sleeve sweaters with the popular necklines. Round, club collar, crew neck and Brooks Style. In new peasant and coronation colors, such as Rush or Kelly green, brown, yellow, bright blue and reds, etc. Sizes 34 to 44.

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, duobonnet. 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.



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. Tealose 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 picot runstop, platted sole and toe. Irregulars: sizes 8½ to 10½. In new colors: Jaunty, Saunter, Pinesse, Smoketone and Gunmetal.

—Downstairs at Ayres.

SAVE! In This Important Sale! Plaid-Back Sports Coats

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, luxurious
furs manipulated
in new and interest-
ing ways are
the feature of this
fine collection of
new winter cloth
coats. In brand
new winter styles.

—Downstairs
at Ayres

Use Our Convenient
Long-Term Layaway!



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 shirtrocks
...puff-sleeve feminine styles.

Crown-Tested Crepe
Means Just This!

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

"Verily"
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; tealose 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 pan-
ties, step-ins, briefs, shorties, bloom-
ers or vests; tailored at hems; 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

84c

FOR ONLY

Just think! A fine count, full size
sheet at such 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 organ-
dy, made with generous ruffles, in
attractive pastel shades.

Ruffled Chintz

DRAPERIES

59c Pair

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

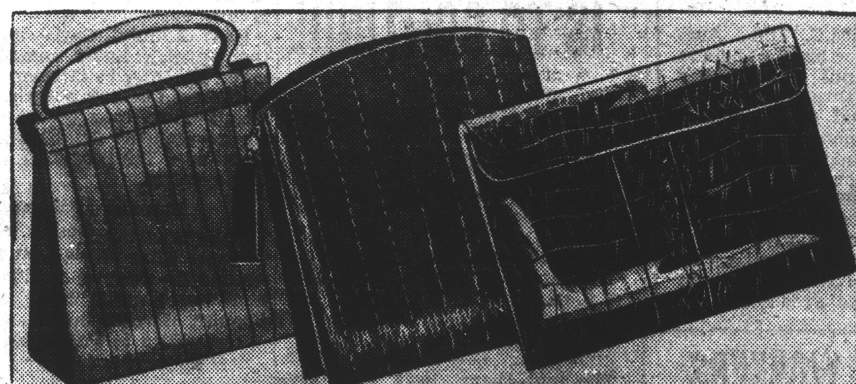
Clearance! 43 Prs.

Style Curtains

1/2 PRICE

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

—Downstairs at Ayres.



Pep Up Your Costume With a New Fall Handbag!

Dozens of New Arrivals, at Only

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 pin-
seal.

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

Also New Silk Crepe Bags, \$1

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SPECIAL DEMONSTRATION of Our Dr. Scholl Foot Comfort Service!

All this week and next, Mr. Louis Finkleman, who is in charge
of our Foot Comfort Department, will make special effort to
show foot sufferers the merits of Dr. Scholl Appliances and
Remedies. He is specially trained in Dr. Scholl methods—and
will be delighted to demonstrate without charge or obligation.

—Downstairs at Ayres.

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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 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.



"Tuck-O'-Roll"

A New Casual Felt Hat

You Can Wear in 4 Ways

Here's a casual Felt Hat that you can
wear to suit your mood! Wear it any-
where—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.

\$1.39

EACH

Brand New for Fall!

DRESS LENGTHS

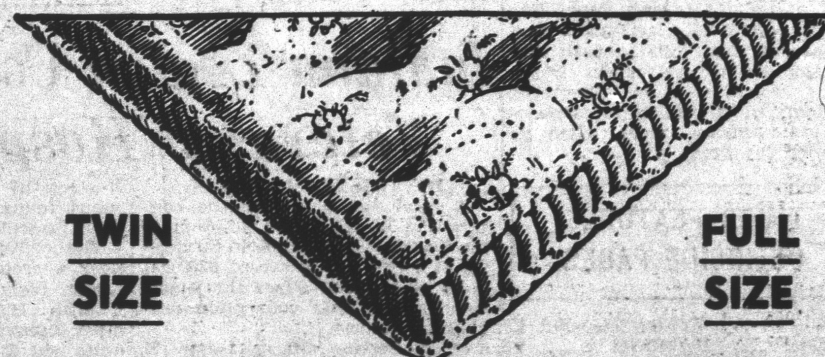
Of Fine Rayons and Acetates

3 to 6-Yd.
Lengths

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.



TWIN
SIZE

FULL
SIZE

SALE! MATTRESSES

Discontinued Styles and Floor Samples

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 tem-
pered coil springs with a steel insulating and
32 pounds of cotton; covered with damask,
antenn or stripe ticking. A real value!

\$16.95

—Downstairs at Ayres.

Twin or Full Size