

# The "BUY WAY" OF INDIANAPOLIS

## AYRES DOWNSTAIRS STORE

### Friday Is Bargain Day—Shop and Save!



#### SAVE ON FRIDAY!

#### Smart New FALL HATS

A One-Day Sale of Higher Priced Felts in Many Styles!

For Friday Only... we've reduced a group of higher priced hat fashions. In fine felt fabric and all the fall colors. Brims, rollers, turbans, off-the-face types. Sizes 22 and 23; some matron sizes also.

**\$1.00** EACH

#### SAVE ON FRIDAY!

#### "NEVERMEND" Chiffon Hose

Or Service Weight

**39c Pr.**

First quality "Nevermend" silk chiffon or service weight hose with silk plaid heel and toe. Sizes 8 1/2 to 10 1/2. In smart fall colors.

#### SAVE ON FRIDAY!

#### Salesmen's Samples Fabric Gloves

**49c Pr.**

Regularly sold for a much higher price! Choice of a smart assortment of fall styles and colors in bengalines and suede cloths. In a complete selection of sizes from 6 to 7 1/2. Plenty of black and brown.

#### SHOP AND SAVE ON FRIDAY!

Tomorrow We Offer This Big Selection of Styles and Colors at One Low Price!

#### New Fall Dresses \$3.00 EACH

Friday shoppers here's thrilling fashion news about the dress styles you want for wear day in and day out... for shopping, for work, for afternoon, for the street! We've a big cargo of these dresses in blacks, browns, blues, greens and football colors. Corduroy jacket dresses, tweed mixture jacket dresses, crepes and taffetas! Come in the very first thing tomorrow for the best selection.

Sizes  
11 to 19—  
14 to 20—  
38 to 50!

For Street!  
For Work!  
For Afternoon!  
Jacket Dresses!  
Suit Dresses!  
Dressy Dresses!  
Tailored Dresses!

Downstairs  
At Ayres



#### SHOP AND SAVE ON FRIDAY!

#### Tots' Part-Wool Snow Suits

**\$2.98** EACH

A warm, sturdy quality part-wool snow suit with zipper front and a MATCHING HELMET. In navy, brown, green solid colors with a plaid trim. Sizes 2 to 6 years.

#### Girls' Rubberized Raincoats

With matching hoods. In navy, brown, wine with polka dot design. Sizes 8 to 16 years.

**\$1.15**



Toddler's Snow Suits...\$1.98  
Pastel chinchilla snow suit in zipper style with applique trim. Washable. Sizes 1 to 3.

Children's Undies...19c ea.  
Tuck Stitch undies, built-up shoulder vests and winter weight panties. Sizes 6 to 16. Irregulars.

Infants' Gertrudes...19c  
Hand made gertrudes with hand embroidered and hand scalloped edges. Infants to 1 year size.

Infants' Hose...10c pr.  
Heavy quality winter weight hose in white only. Sizes up to 2 years. First quality.

Women's Undies...19c ea.  
Briefs, panties, step-ins or vests of long-wearing rayon. Tailored finish at hems. Elastic run at waist. Sizes 27 to 31.

Women's Knitted Slips...79c  
First quality knitted slips with built-up shoulders and floss finish. Sizes 43 to 50 inch length. Grays and tan.

Women's U. Suits...39c  
White cotton or rayon stripe union suits with built up shoulders and tight knee. Sizes 36 to 44.

Women's Cotton Undies...29c  
Medium weight cotton ribbed vests or bloomers. Tailored styles. Sizes 36 to 44.

Rayon Taffeta Slips...45c  
A well made rayon taffeta slip with California V or straight lace top and hem. Bias cut. Sizes 34 to 44.

Cotton U. Suits...59c  
Medium weight cotton ribbed union suits with 12 1/4% wool. Low necks, sleeveless style. Sizes 36 to 44.

Silk or Satin Slips...\$1.19  
Seconds of a higher priced quality silk crepe or satin slips. Lace or tailored styles. Sizes 34 to 44.

Tuckstitch Undies...25c  
Women's tuck-stitch panties or vests. Vests have built-up shoulder. Panties are snug fitting. All sizes.

Women's Wool Sweaters, \$1.00  
All-wool barrel type style sweaters in white, red, gray, green or blue colors. All sizes.

Slip-on Sweaters, \$1.19 & \$1.98  
All-wool slip-on sweaters in choice of the newest styles and all the smartest fall colors. Sizes 34 to 40.

Wool Sport Skirts...\$1.98  
Checks, plaids and plain colors with flares, pleats, gore and pocket trims. Sizes 26 to 32.

Knit Dresses...\$3.00  
All-wool knit dresses in the classic 2-piece style. Smart styles in smart colors. Sizes 14 to 42.

Dotty Low Dresses...\$3.00  
Made of washable crepe. Tailored styles in many various print patterns. Sizes 14 to 44 in the group.

"Fruit of Loom" Frocks...\$1.09  
"Fruit of the Loom" Cotton wash frocks, guaranteed by Ayres and by Good Housekeeping. Smart print styles in sizes 14 to 52.

Women's "Fruit of the Loom" Hooverettes...\$1.09  
These are easy to slip on without musing your hair. In smart print patterns. Guaranteed by Ayres and Good Housekeeping. Sizes for all.

Dress Remnants...49c yd.  
Dress manufacturer's remnants of rayon, acetates and silks. Lengths in all the fall weaves and colors.

Silk-Rayon Remnants...10c ea.  
Silk or rayon remnants from 1/4 to 1/2 yard pieces. In a choice of many fabrics and colors.

Yard Goods Remnants...10c yd.  
An accumulation of quality wash cottons in many usable lengths for many purposes.

Part-Wool Blankets...\$1.25 ea.  
"Chatham" part-wool blankets in 70x80 or 72x84 inch size. Satine bound ends. Plaid design in several colors.

Curtains...39c pr.  
Odd curtains, few of a kind styles in different patterns and colors. Reduced from higher prices.

Upholstery Samples...19c ea.  
Drapery and upholstery samples in usable lengths and for many uses. Recover chair bottoms, pillows, etc.

Tea Towels...10c ea.  
Absorbent "no lint" towels of fine cotton yarns. Bordered on two sides.

Crash Toweling...17c yd.  
A new toweling—part linen warp and weft with wide bright colored borders. Blue, green, red and gold colors.

Boys' Cord Slacks...\$1.98  
Hockmeyer plain colored corduroy slacks in blue, gray, brown or navy. Full cut, collegiate style. Sizes 6 to 16.

Boys' Fancy Cord Slacks, \$2.98  
New fall styles in fancy corduroy slacks in plaids, tweeds, checks and stripes. Waterproof processed. Sizes 10 to 18.

Boys' Cranbrook Shirts...69c  
The same famous quality as our men's Cranbrook shirts. Full cut, well made, fine count broadcloth. White, fancy and deep-tone colors. Sizes 8 to 14 1/2.

Boys' Polo Shirts...79c  
Basque stripe and plain heather tone polo shirts with a 1/2-zipper front. Sizes 8 to 18.

Men's Union Suits...89c  
Onita and Hanes quality lightweight cotton knit union suits. Classed as irregulars. Short sleeves, ankle length. Sizes 38 to 50.

Part-Wool Hose...4 pr. \$1  
Men's part-wool plain and fancy patterned hose. In assorted heather and fancy colors. Sizes 10 to 12. Some seconds in group.

Child's School Hose...3 for 50c  
Full length mercerized school stockings in fine or derby rib style. Irregulars. Sizes 6 to 9 1/2.

Growing Girls' Hose...25c pr.  
A shaped stocking of durable rayon styled for the growing girl. Picot top, seamed back, reinforced. First quality.

Boys' Golf Socks...25c pr.  
Jacquard patterned golf socks in smart color combinations. First quality. Sizes 8 to 11 1/2.



#### One-Day Sale!

Big Size, 22x44, Strong

**Bath Towels**  
**\$2.20** a Dozen or **20c** EA.

A big sale of heavy quality bath towels for one day only! They come in white with 3-inch colored terry borders. Stock up... order a dozen

MAIL OR BY PHONE, CALL RILEY 9441!

—Downstairs at Ayres.

#### 2-Day Sale! Friday and Saturday!

600 Pairs Men's Fancy Check

#### Corduroy Slacks

These slacks have the extra long extension waistband which is so popular with the men today. They're well tailored with pleated fronts and side buckles. Full cut, collegiate style.

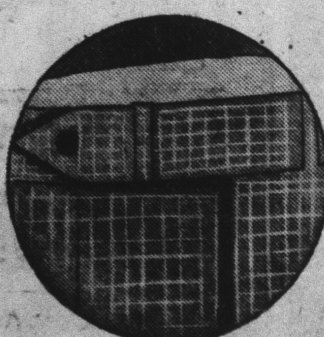
SALE PRICED AT

**\$3.09** PAIR

- Gray Glen Plaids!
- Brown Glen Plaids!
- Grey Checks!
- Brown Checks!
- Blue Checks!
- Grey Houndstooth Checks!
- Tan Houndstooth Checks!

- Blue Chalk Stripes!
- Brown Chalk Stripes!
- Grey Club Checks!
- 30 to 36 Lengths
- Sizes 29 to 36 Waists!

—Downstairs at Ayres.



This shows the long extension waistband.

#### Friday Only!

Combination Sale!

#### American Oriental Rug and PAD

Both for—**\$25.95**

Regular \$34.95 Value!

THE RUG is a seamless all-wool American Oriental in 8x12 or 8x10.6 size. Persian or Chinese patterns. Serged sides and tailored ends.

THE PAD regularly sells for \$4.95, and is a heavy 22 oz. pad in the waffle weave type. It's of all-hair construction and will give long service.

—Downstairs at Ayres.

