

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

(REGISTERED)

## 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, tur-  
bans, bows, hats of all 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  
plaited heel and toe. Sizes 8½ to  
10½. 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 selec-  
tion of sizes from 6 to 7½. 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!  
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 HEL-  
MET. 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 de-  
sign. Sizes 8 to 16 years.

**Toddlers' 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 em-  
broidered 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, stepins 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 nose 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 Cali-  
fornia Y or straight lace top and hem. Blas-  
cut. Sizes 34 to 44.

**Cotton U. Suits** 59c  
Medium weight cotton ribbed union suits  
with 12½% 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 col-  
ors. 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 House-  
keeping. Smart print styles in sizes 14 to 52.

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

**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 col-  
ored 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!

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 9x12 or  
8x10.6 size. Persian or Chi-  
nese patterns. Serged sides and  
tailored ends.

