

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

(REGISTERED)



## Sale! Dark Felt Hats

\$1.00  
EACH

For Friday only! A special purchase and sale of brand new Parklane felts in all your favorite dark colors and styles. Choose from Brims, Scotties, Turbans and Off the Face types, with feather, patent, ribbon and grosgrain trim. Colors: black, brown, navy, rust and green. Headizes for women and young women, 22 and 23.

Downstairs at Ayres.

You'll Love the Quality, The Beauty and Service of These Exquisite

"Caress" Satin Slips  
\$1.69

To rate the name "Caress" a slip must pass all kinds of rigid examinations for beauty, quality and service. This slip is a pure dye satin with California V double top with crocheted edge. Marvelously tailored and cut on bias. Tearose. Sizes 32 to 44.

Silk or Satin Panties, 69c  
Shorty style panties in tailored or lace trimmed style. Flat elastic at waist. Tearose or blue.

Downstairs at Ayres.



*Now In Progress—A Special Selling of The Important New Styles In*

## Fur Coats

of QUALITY and BEAUTY

It's smart economy to choose your fur coat now. First, because you can buy it at today's low market prices. Second, you can buy and pay for the coat during the next two months. Here we give you a brief summary of the Fur Coat fashions, showing you the latest swagger and fitted styles in the new youthful, silhouette, with its easy to wear, boxy lines on pencil slim and moulded lines, shoulders that are square, and the new smaller collar treatment. Sizes in the group from 14 to 20 and 38 to 44. For women, misses and the Junior-Miss.

Downstairs at Ayres.

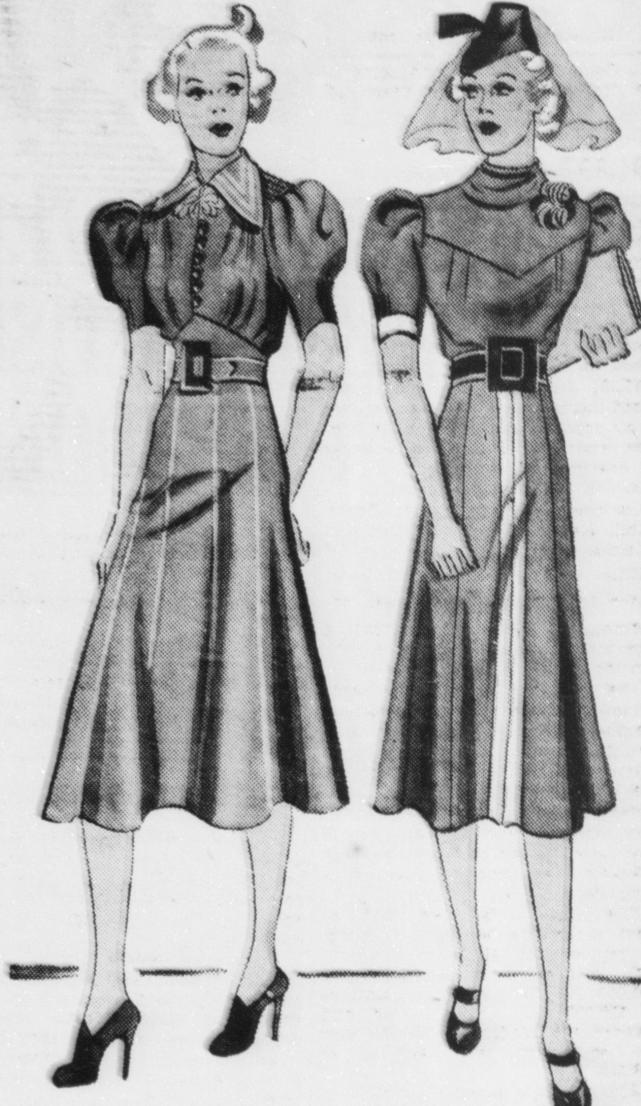
**A. Brown beaverette (dried rabbit) swagger with the small neck collar. Like a gunnison. Made of long-hair semi-fine mink. Size 14..... \$58.00**

**\$58      \$100      \$108**

**B. Black, sealine (dried rabbit) coat tailored by a custom furrier. The collar is large and wearing French buck. The coat is fully lined with satin linings. Size 14. \$100.00**

**\$88      \$128**

**Above: Brown marmot swagger, the perfect coat to take to school with you. It'll wear and wear. Note the smaller collar treatment and the boxy lines of the swagger. Satin lining. Size 14..... \$128.00**

*In Our Thrifty-Price Dress Section!*

## Special Selling of New Fall Dresses

Delightful Styles for Every Woman—Sizes 12 to 20 Only!

**\$3.00**  
EACH

Our Thrifty-Price Dress Section is teeming over with practical and thrifty new fall fashion ideas. Ideas that will solve your fall dress wardrobe for the time being. Choose from new stripes, new dark greens, browns, blues and BLACKS in infinite variety. Styles suitable for school, campus, classroom and sports wear. Or styles for the office, street and shopping. Here we show just three of the very latest styles, many, many more will be discovered in the department.

Downstairs at Ayres.

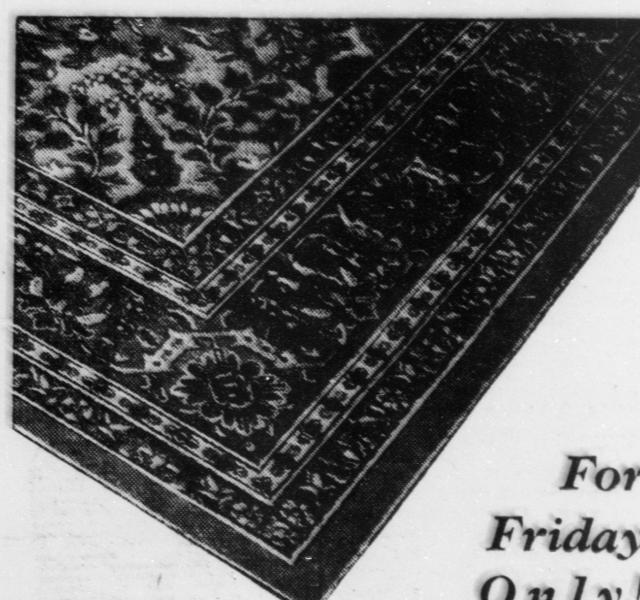
**Sale!**  
Salesmen's Samples of

## FAMOUS NAME FALL GLOVES

**59c**  
Pr.

One of your most important accessories in the fall fashion picture is sale priced tomorrow! These are salesmen's samples and discontinued styles of fall gloves, made by a famous maker... we cannot mention the name in print because of the extraordinary low sale price. Made of bengaline and novelty weave materials in all the smart fall colors and styles. Sizes 5 1/2 to 7 1/2.

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**Sale! 9x12  
Seamless Axminster**

**RUGS  
\$21.95**  
Limited Quantity!

*Seamless! Perfect Quality! Tailored Ends!*

Take advantage of this one-day sale of perfect quality seamless axminster rugs... for when these are gone, we do not expect to be able to buy any more to sell at this price! Every rug is all wool with heavy tailored ends. In choice of 2 patterns with tan background.

Downstairs at Ayres.

**Friday! A Treat for Home Sew-ers!**  
Dress Manufacturers' Remnants of  
Fall Dress Goods

**59c**  
Yd.

- Blues!
- Blacks!
- Greens!
- Browns!
- Rusts!

A special purchase just last week from several New York dress manufacturers brings you this new fall dress goods fresh from their cutting tables. Lengths from 2 yards up to 7 yards, some of the yardage classed as seconds. In a big variety of the newest fall weaves, patterns and fabrics. Plains, novelties and metal cloths in one of your favorite dark colors. Plenty of long lengths from 3 yards up!

**Patchwork Quilts, \$1.39 to \$3.98**

Patchwork quilts can be used in Colonial type rooms, with maple or walnut furniture and in modern bedrooms. Because these are seconds you get them at a saving. All sizes in the group, from 68x67 up to 80x90 size.

**Showroom Samples of  
Drapery Pieces**

**19c to 69c**

24x24-inch squares up to 50x50-inch squares. Included in the lot are fine printed linens, crashes, chintz, homespuns, casements and novelties of almost every description.

**Special Selling  
Mattress Protectors**

**\$1.44  
EACH**

An important selling of very fine mattress protectors. These are seconds of three different qualities. All sizes from 36 inches up to 54 inches in the lot. Bleached and closely quilted.

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