

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

★ (REGISTERED)



For Friday Only!

**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. Headsizes 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 eye satin with California V double top with crochet edge. Marvelously tailored and cut on bias. Tealose. Sizes 32 to 44.

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

\$58 \$100 \$108
\$88 \$128

A. Brown beaverette dyed rabbit swaggar with the small new collar. Lining guaranteed. Made of long-hair semi-buck skins. Fully slaved. Size 14.....\$58.00

B. Black sealine dyed rabbit fitted coat, tailored by a custom furrier. The skins are of long wearing French buck. The coat is fully slaved with satin lining. Size 14.....\$100.00



Above: Brown marmot swaggar, the perfect coat to take back to school with you. It'll wear and wear. Note the smaller collar treatment and the lines of the swaggar. Satin lined. Size 16.....\$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!

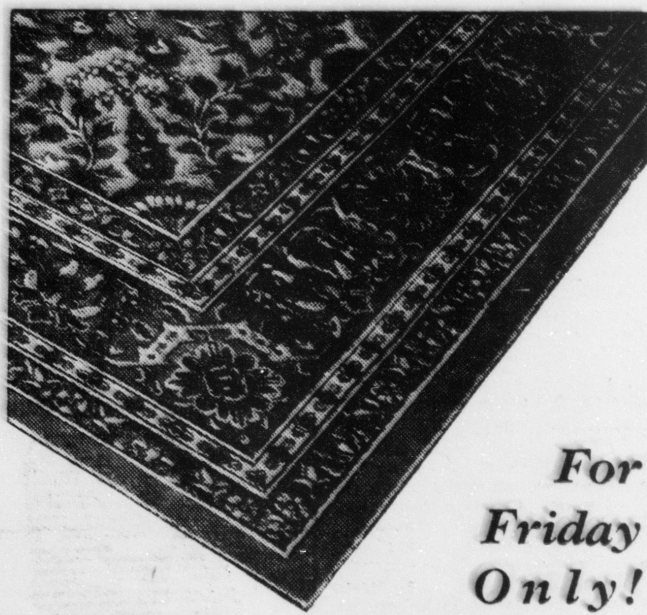
**Salesmen's Samples of
FAMOUS NAME
FALL GLOVES**

- Black
- Brown
- Navy
- Chaudron
- Araby Green
- Shorties
- Slipons
- Cuff Styles

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 5½ to 7½.

59c
Pr.

Downstairs at Ayres.



**For
Friday
Only!**

**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**

- Plains!
- Novelties!
- Metal Cloths!

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, homespun, 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.

Downstairs at Ayres.