

# The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)

## Tomorrow! Friday! A Sensational October Dress Clearance

For Women! For Misses! For Juniors!



Sizes  
11-17  
14-20

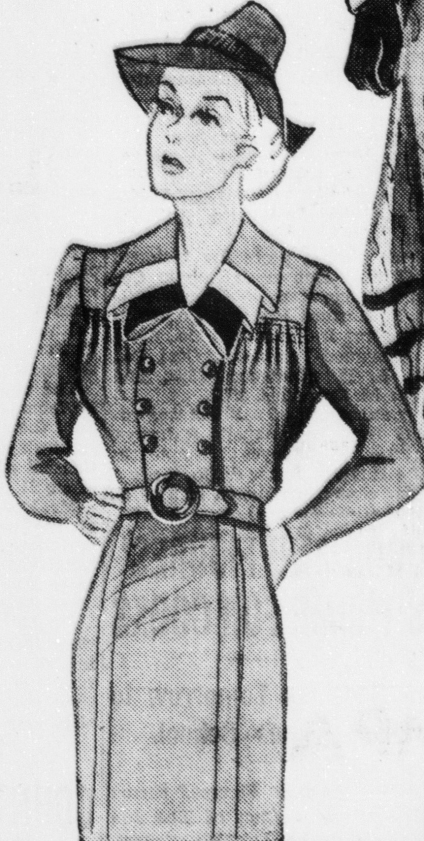
**\$3.00**  
EACH

*Priced So Exceedingly Low—That You Just Can't  
Afford to Pass Up This Fashion Opportunity!*

Tomorrow we stage an unusual dress clearance! We have taken several hundred higher priced fall dresses and given them a whacking big reduction! Dresses you can wear now and into late winter. Dresses for work, for the classroom, for the office, for street and afternoon! Dressy styles or tailored shirtmaker styles. Crepes, challispuns, lightweight wools in black, blues, greens, rust, grey wool checks and other smart fall colors.

Sizes 38 to 52!

—Downstairs at Ayres.



Their Middle Name is "Practical"  
**Fleece or Camel's Hair  
Sport Coats**  
**\$16.75**

Swaggers, Fitted, Wraparound and Balmacaan models in warm Camel's hair or Shaggy, Smooth or Haircloth fleeces. Coats you can wear everywhere and they'll be acceptable. Such fashion details as extended shoulders, gores, pleats, leather piping on collars, stitched collars and pockets. Colors are natural, black, rust, green and grey.

Sizes 12 to 20—38 to 44!

—Downstairs at Ayres.



*Glorious Beauty! Matchless  
Quality! Latest Style Trends!*

**Fur Coats**  
**\$58**

*Swaggers, Princess, Fitted Styles!*

Your Fur Coat is waiting for you Downstairs at Ayres! And considering today's trend to high prices, these coats are at a considerable savings! Choose from swaggers, princess and semi-fitted styles in Kid Caracul, Sealines (dyed rabbit) and Beaverette (dyed rabbit). These coats are all made of very fine quality pelts and by expert tailors. Every lining guaranteed for two years and the colors guaranteed not to fade.

Sizes 12 to 20 and 38 to 44!

—Downstairs at Ayres.



### Infants' Beacon Cloth Buntings

**\$1.15**



Warm, beacon cloth baby buntings with a lined hood and novelty trim. In pink or blue colors.

**TRAINING PANTIES**—Double knit with yoke front, elastic back, French leg. .... 19c ea.

**INFANTS' SHIRTS**—Vania style double-breasted 10% wool shirts. The style with short sleeves. .... 39c

**BIRDEYE DIAPERS**—Size 27x27 inches. Hemmed, ready for use. Irregulars. Dozen. .... 79c

**BABY DRESSES**—Dainty baby dresses of lovely quality. Lace and embroidery trim. .... 29c

**GERTRUDES**—Hand-made and hand scalloped gertrudes of fine baby batiste. .... 29c

**CHILD'S SLEEPERS**—Fleece knit sleepers in one or two piece styles. White or white pink and blue. .... 89c

—Downstairs at Ayres.



*For Two Days Only!*

**New Wool Felts**

**\$1.19**  
EACH

Special selling for Friday and Saturday! New wool felt brims, off-the-face, breton, swagger and pill box types. Trimmed with veils, ribbon or feathers. Black, brown, navy, green or wine. Headsizes 22 and 23.

—Downstairs at Ayres.

### If Cold Weather Suddenly Arrives—Are You Prepared?

72x84 Part-Wool  
**BLANKETS**

**\$2.98**  
PAIR

Famous "Fieldcrest" quality. Warm, heavy, without bulk, blankets in plaids. Blues, rose, green, lavender and gold colors.

72x84 Cotton  
**Double Blankets**

**\$1.79**  
PAIR

Soft and fleecy, 72x84-inch cotton blankets. In the popular plaid design. The perfect blanket for these cold winter nights.

80x90 or 70x90  
**Jumbo Blankets**

**\$3.98**  
PAIR

These blankets have extra width and length. No chance for your toes and heels to stick out from under.

66x80-Inch Plaid  
**Beacon Blankets**

**\$1.98**  
Each

Plaid or Indian design Beacon blankets. An ideal blanket for that spare room or couch or day bed.

The New Improved Nurses' Oxford with a New Metatarsal Arch and Other Foot Comfort Features

**Nurses' Oxfords**

**\$1.99**  
PAIR

*Scientifically Designed for Nurses  
Teachers, Beauticians, Waitresses,  
Salesclerks, etc.*

Now, women in business and the professions will find these new improved oxfords a blessing to tired, aching feet. The new features go toward making this the almost perfect shoe. . . . The Metatarsal arch, the soft, quiet rubber heels, the flexible toe box and the cushion heel rest.

—Downstairs at Ayres.

