

# SALES of PROGRESS IN PREPARATION FOR A BEAUTIFUL NEW AYRES DOWNSTAIRS STORE



Styles Like These Prove Our Fashion Leadership in the Popular-Priced Dress Field in Indianapolis!

Special Purchase  
FOR THE SALES OF PROGRESS!

**BLACK VELVET\***  
Dresses  
**\$5.00**  
EACH

Just the Dresses Junior  
Fashionables Are  
Asking for—

Dresses like these will see a lot of wearing these busy November afternoons and evenings. They're right for so many occasions . . . that they're an indispensable! Choose from three smart styles, each trimmed with dainty, white lace. The velvet is of a very excellent quality . . . and the styling is new as tomorrow! Specially priced for our Sales of Progress!

Sizes 11 to 17 Only!

—Downstairs at Ayres.

\* Rayon Velvet!

A New Lingerie Department Soon—Our Stocks Must Be Reduced Before Moving!

**SALE! WOMEN'S SLIPS**

**78c**  
EACH

PIGMENT CREPE slips in California V lace-trimmed or tailored styles. Bias cut. In tearose color.

**88c**  
EACH

SWAN-RAY slips that will give you long service. California V lace or tailored tops. Bias or 4-gore styles. Sizes 34 to 44.

—Downstairs at Ayres.

Our famous WOLVERINE BEMBERG SLIPS in lace or tailored styles. Also Brassiere top style. Tearose, white and dark shades.

**\$1.19**  
Each

Discontinued styles of a pure silk crepe slip. Lace, tailored or 4-gore styles. Some seconds. Mostly in white colors.

**\$1.39**  
Each

**Sale! Women's Gowns 29c**

Porto Rican hand-embroidered night gowns. V or round neck with contrasting color trim. Sizes 16 and 17. White or Flesh.

**Sale! Flannelette Gowns 65c**

Women's flannelette long sleeve gowns with double yoke front. Tearose, white stripe styles. Sizes 16 to 20 in the group.

**Sale! Rayon Gowns 1.55**

Printed rayon crepe nighties and pajamas. Various styles in light or dark shades. Sizes 16 and 17.

**Cotton Union Suits 3 for**

Elastic cotton knit union suits with built-up shoulder, tight knee, reinforced. Some are seconds.

**Tuckstitch Panties 6 for**

Cotton tuckstitch panties with plain elastic at waist. Snug fitting at knee. Seconds.

**\$1.00**

—Downstairs at Ayres.

## Our Modernization Program Means SAVINGS for YOU!

While the modernization process goes on in one department, the others must be crowded up . . . and therefore, their STOCKS MUST BE CONDENSED! We've slashed prices in order to help move these stocks, which at present are just in the way of carpenters and painters. Come in EARLY tomorrow for your share of these "Sales of Progress" BAR-GAINS!



From Our Own Stock of Higher-Priced Hats  
—Plus a Special Purchase!

## A Headline Sale of New Fall Hats

**88c**

• Brims  
• Swaggers  
• Turbans  
• Bretons  
• Pill Boxes  
• High Crowns  
• Berets  
• Off-Face

This is a sale planned for all you women who love a bargain! We've taken our stock of a higher priced group of new fall hats . . . then added a special group of manufacturer's close-outs . . . both together they give you STYLE—SELECTION—VARIETY and a bang-up LOW PRICE! Here you'll find a hat for business, for street, for afternoon, for daytime, in one of your favorite colors and styles. Head sizes 22 and 23.

—Downstairs at Ayres.

—Tomorrow—Exciting Hosiery Values!  
Prices Slashed Before Hosiery Dept. Moves!

## Sale! Full-Fashioned Chiffon Stockings

**49c** (Irregulars)  
PAIR

We're getting ready to condense our hosiery stock—so that moving will be a much easier job . . . and result, a sensational low price on full fashioned chiffon stockings. A stocking amazingly sheer and clear for this price! Included in the selection are genuine crepe and ringless stockings, with silk top and picot edge. Sizes 8 1/2 to 10 1/2.

—Downstairs at Ayres.

Save Dollars on the Style You Want!  
An Amazing Fashion-Quality  
Sale Event!

**Sale! Wool Fleece SPORTS COATS \$9.00**  
EACH

• SWAGGERS!  
• BOXY TYPES!  
• FITTED STYLES!  
• STRAIGHT LINES!



Downstairs  
at Ayres  
Where Correct  
Fashions  
Are Less  
Expensive

Our stock of Sports Coats must be reduced before moving day arrives . . . we bring you these outstanding fashions . . . reduced from a higher price line! Choose one of these warm, wool fleeces in a swagger, fitted, boxy or straight line style. Choice of 5 smart, bright colors in sizes 14 to 20 and 38 to 44!

- Grey! • Rust!
- Green! • Sizes
- Blue! 14 to 20,
- Brown! 38 to 44!

A Rousing "Sales of Progress" Event . . . For Nurses, Teachers, Beauticians, Waitresses, Salespeople, Etc.!

## NURSES' OXFORDS

Scientifically Designed With a New Metatarsal Arch Support Feature! Black or White!

**\$1.79**  
PAIR

Now, more than ever before, women will find these new improved nurses' oxfords a blessing to tired aching feet. Designed for that great army of women who stay on their feet day in and day out. These women will find these new features, the metatarsal arch, the soft, quiet rubber heels, the flexible toe box and the cushion heel rest go toward making these the perfect comfort shoe. Sizes 4 1/2 to 9, AA to E widths. Black or white.

—Downstairs at Ayres.



- CUSHION HEEL REST. LEATHER QUARTER LINING.
- Soft, quiet and durable rubber heels, provides easy walking on hard surfaces.
- Built-up arch insuring maximum support . . . keeps the foot normal and comfortable.
- Solid leather insole, carefully selected for flexibility and satisfactory wear.
- Flexible toe box and strong, rigid shank complete the essentials for foot comfort.

## BARGAINS for TOTS and CHILDREN!

### TOTS' SLEEPERS 2 for

Cotton flannelette sleepers with feet. Button back style. These are slight irregulars. Sizes 1 to 6 years.

### CHILDREN'S UNDIES 4 for

Fine quality rayon bloomers or panties. French leg style. Lux tested for fifty washings. Guaranteed rip-proof seams. Sizes 2 to 6 years.

### TOTS' SNOW SUITS Ea.

Tots' 3-piece style part-wool, water repellent construction suits. These have pretty novelty trim. In brown, blue or green colors. Sizes 3 to 6 years.

### TOTS' COAT SWEATERS Ea.

Made with or without collar. Warm wool knit. In deep tone fall colors. Sizes 3 to 6 years.

### MINNEAPOLIS UNION SUITS

Winter weight in French leg styles. Sizes 4 to 8 years. 3 for \$1.50.

### WARM SLEEPERS 3 for

Warm flannelette knit with feet and self-help or button back. Sizes 2 to 6 years.

### TOTS' SNOW SUITS Ea.

All-wool with plaid jacket, plaid snow pants and helmet to match. Sizes 2 to 6.

### TOTS' 3-PC. COAT SET

3-Pc. double duty coat sets in navy, brown or green. Lined coat and snow pants.

### INFANTS' COTTON SHIRTS

Winter weight, double-breasted. Neatly tailored. Tie style. 3 for 60c.

### INFANTS' COTTON SHIRTS

Winter weight, double-breasted. Neatly tailored. Tie style. 3 for 60c.

### INFANTS' CRIB BLANKET Ea.

Size 36x50 warm fleece blankets with sateen bound ends. Pink or blue. Irregulars.

### CANNON DIAPERS Dozen

Irregulars. These are very absorbent and easy to wash. Dry quickly. No hem.

—Downstairs at Ayres.