

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)

Get Ready for School at Small Cost in This Popular-Price Store

For a Classic Campus Wardrobe

SWEATERS
\$1.00

Adorable brushed wool sweaters in the new fall styles. Short sleeves and slippers all in new fall colors. Sizes 34 to 40.

SKIRTS
\$2.00

All-wool flannels and all-wool crepes in pleated and flared styles. Colors of wine, green, brown, navy and black. Sizes 24 to 32.

SPORT JACKETS
\$3.00

Attractive all-wool sports jackets in the classic and cardigan styles. Plaids and stripes in many colors. Sizes 12 to 20.

—Downstairs at Ayres.

Adorable Fall Fashions

Felt Berets
\$1.00

Bows and bustles on ultra feminine berets mark the well dressed women for fall. Seductive veils for that alluring effect. Jauntily trimmed with grosgrain and satin ribbon, made of black, brown, navy and wine felt in headbands. Sizes 22 to 23.

—Downstairs at Ayres.

**SALE! Sisal Insulated Innerspring Mattress
Innerspring Pillows**

Studio Couches
\$26.95

With Back and Arms

Regular \$39.50 Value

Make Full or Twin-Size Beds

Many expensive features make this studio couch an outstanding value at this very low price. Walnut arms, innerspring pillows, extra fine heavy cover, metal let-down back, sisal insulation on both sides of cushion and on top, cord trim and button tufting. Just because the covers are discontinued, you can save \$12.55 on these studio couches.

—Downstairs at Ayres.



**Your Choice of
SCHOOL
SUPPLIES**

3c Ea.

Pencil set
Pen holder with pen point
Wire bound note book
Ink and pencil eraser
Blue black ink
Enamored thumb tacks
Pennant and pencil set
Colored crayons
12-Inch ruler
Pencil sharpener
Letter size envelopes
Assorted color scratch pads
Loose leaf paper filler
Loose leaf note book
Metal protectors
Muclage with brush
Stationery sets
Reinforcing tabs
No. 2 lead pencils
Composition tablets
Expansion envelopes
Pencil leads
Bundle of rubber bands

—Downstairs at Ayres.

**A Grand Special Purchase
New PLAID Dresses
FOR GIRLS AND TEEN-AGERS**

A glorious opportunity to stock up on these wonderful new plaid school dresses. They're a very special purchase of dresses in princess and full swing skirt styles, with self and contrasting trim. Sizes 7 to 16.

Girls' and Tots' Cotton Frocks

Girls' and Tots' back-to-school cotton frocks in attractive floral prints, checks, polka dots and plaids. Nicely made in fast colors. Sizes 4 to 6 and 7 to 14.

Girls' Rayon Panties

The panty that every little girl wants. French leg, elastic waist, reinforced crotch, rip-proof seams, non-run pure dye rayon.

29c

Children's Slips, 39c

Girls' and Chubby Girls' "Fruit of the Loom" cotton broadcloth slips. Sizes 8 to 16 and 8 1/2 to 16 1/2.

—Downstairs at Ayres.



A Wonderful Value! Buy Now!

Boys' Mackinaws

All-wool plaid mackinaws with zipper book pocket. Plaid cotton flannel lined with leather trim on pockets. Greens, blues and browns in sizes 8 to 18.

\$5.49



Boys' School Shirts

Sanforized school shirts, manfully styled and tailored with gathered back. Puffed collar, barrel cuff and full tails. Fast colors in checks, stripes in blue, tan and greens. Sizes 8 to 14.

69c

Boys' Polo Shirts

Fine full combed yarn knit polo shirts. Top zippered style; bright colors in red, blue, green, and tan. Long sleeves. Sizes 8 to 18.

69c

Corduroy Slacks

Fine slacks with zipper fly. Finely tailored in brown or grey. Drop loops and matching belt. Sizes 8 to 18.

\$1.98

Boys' Zip Sweaters

Full zipper sweaters with two pockets. Greens, blues, tans, in plain colors, two tones and matching colors. Sizes 30 to 38.

\$1.98

—Downstairs at Ayres.

**Dress Manufacturer's
Fabric Remnants**

Latest Fall fabrics in remnants just received from the cutting table of large dress maker. Satins, crepes, novelties, heavy fabrics and semi-sheers in dark colors. 3 to 5 1/2-yard lengths.

**59c
yd.**

New Fall Percale Prints

Patterns galore! Large and small designs in complete color assortment for school dresses, aprons or quilts. You're sure to have a very good use for this bargain.

**10c
Yard**

Drapery Samples...5c Ea.

Samples and remnants of these useful pieces of drapery. Limited quantity.

**5c
Ea.**

Cotton Prints...5c Yd.

Clearance of summer cotton prints. Sheers in many fabrics of different patterns and colors.

**5c
Yd.**

Bates Bedspreads

—\$2.98 and \$3.98
Discontinued patterns in "Bates" bedspreads reduced from higher priced lines. Many designs.

**2.98
3.98**

Lace Curtains...44c Ea.

Old pieces of discontinued patterns for davenport and chairs. Some seconds and display samples.

**44c
Ea.**

**"Slick" Furniture
Slips...\$1 to \$3.98**

Old pieces of discontinued patterns for davenport and chairs. Some seconds and display samples.

\$1 to \$3.98

**Pull a Rabbit From
Your Hat!
Change Accessories!
Have a New DRESS!**

**Magic Accessory
DRESSES**
\$3.98

Black Blue Grape

Pull rabbit from your hat! Change accessories... presto... change!... a new dress. Shades of Houdini, you'll marvel at these grand new fall magic accessory dresses. Fashioned in luxurious rayon alpaca and delicately trimmed to give loads of feminine charm. We sketch left a princess dress with detachable lingerie vestee in black, grape or grotto blue. Sizes 9 to 17. Sketched right. An accessory dress with Shirred and tucked bodice with metal clip and belt trim. Grotto blue, black and grape, sizes 14 to 20.

Sizes 9 to 17; 14 to 20 in the Group
—Downstairs at Ayres.

**A "Must" for Campus Wear
REVERSIBLE
Sport COATS**

*Shetland on one side
Gabardine on other*

\$10.95

Reversible shetland and gabardine sport coat with detachable hood. Easily reversed at a moment's notice. Wear it to football games for warmth, wear it for rain. Green and wine in sizes for Juniors.

**Other Sport
COATS**

\$10.95

*Shorty
Reversibles*
36-Inch shorty reversibles in fleece and plaid. Also full length in tweeds. Sizes for Juniors.

**Tweed Sport
Coats**

Sport coats in tweed with fleece plaid back lining. Green, wine, black and white, brown and white. Sizes for Juniors.

—Downstairs at Ayres.



**New Fall
CORLISS
TARSAL ARCH SHOES**
**\$2.99
PAIR**

The introduction of our new fall styles of the famous "Corliss" tarsal arch shoe. New beauty, new styles, with all of the famous tarsal arch comfort. Sizes 4 1/2 to 9, widths AAA to C.

Sketched Left—New black suede tie with cuban heel and black calf trim.

Sketched Right—The new "Spat" shoe, in black calf and black, black suede and pebble grain, wine calf and pebble cloth, and black patent with black suede.

**SPECIAL FOR FRIDAY
Saddle OXFORDS**
\$1.59

They're smart and you'll see them everywhere. These Saddle Oxfords are the classic school shoe. Fashioned from white Nu-Buck with tan smooth saddle. Red composition sole and snug-fitting heel. They come in sizes 4 to 8.

—Downstairs at Ayres.



A Special Friday Offering of

"Foot-Room" SHEETS

72x108 or 81x108

"Midwood" brand of sheets which are seconds of the famous "Truth" brand, known for their quality. 64x64-thread count. Plenty of foot room, tuck them under so they won't pull out.

**79c
Ea.**

Chenille Bedspreads
\$1.39 and \$1.98

Here's a fine spread to take away to school. Attractive well covered designs in color on natural sheeting to glorify any bed they cover. Stock up on them at this price.

—Downstairs at Ayres.