

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

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 46.

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.



Pull a Rabbit From Your Hat!

Change Accessories! Have a New DRESS!

Magic Accessory DRESSES

\$3.98

Black Blue Grape

Pull a rabbit from your hat! Change accessories... presto... chango... 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.



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 head-sizes 22 to 23.

—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
- ☐ Enameled 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
- ☐ Mucilage with brush
- ☐ Stationery sets
- ☐ Reinforcement 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.

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

\$5.49

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.

Boys' School Shirts

69c

Sanitized school shirts, mannishly styled and tailored with gathered back. Fitted collar, barrel cuff and full tails. Fast colors in checks, stripes in blue, tan and greens. Sizes 8 to 14 1/2.

Boys' Polo Shirts

69c

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

Corduroy Slacks

\$1.98

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

Boys' Zip Sweaters

\$1.98

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

—Downstairs at Ayres.



Dress Manufacturer's

Fabric Remnants

59c Yd.

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

New Fall Percale Prints

10c

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.

Drapery Samples, 5c Ea.

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

Cotton Prints, 5c Yd.

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

Bates Bedspreads

Discontinued patterns in "Bates" bedspreads reduced from higher priced lines. Many designs.

Dish Cloths, 2 for 5c

Seconds of several qualities of dish cloths. Stock up now.

Lace Curtains, 44c Ea.

3 beautiful patterns in these first quality panels. Can be used one at a window or two to drape.

"Slick" Furniture

Slips, \$1 to \$3.98. Odd pieces of discontinued patterns for davenport and chairs. Some seconds and display samples.

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 "Spot" shoe, in black calf and Fallie, black suede and pebble grain, wine calf and pebble cloth and black patent with black suede.

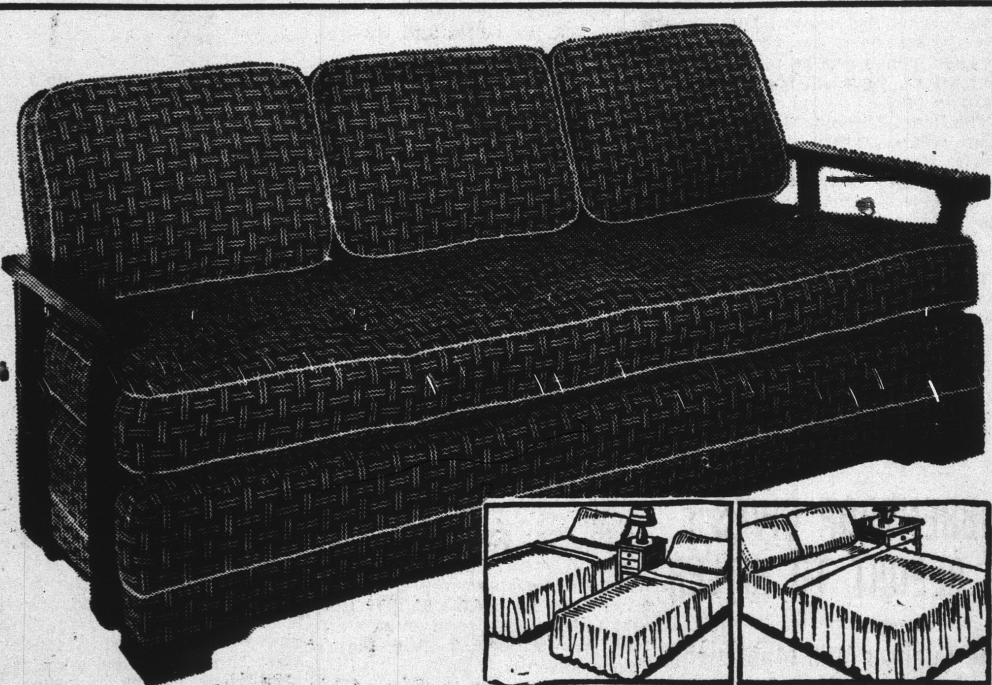
SPECIAL FOR FRIDAY

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.



SALE! Sisal Insulated Innerspring Mattress Innerspring Pillows

Studio Couches

With Back and Arms

\$26.95 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.

A Special Friday Offering of

"Foot-Room" SHEETS

72x108 or 81x108

79c Ea.

"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.

Chenille Bedspreads

\$1.39 and \$1.98

5-Pc. Vanity Set 29c

Set consists of one 42-inch scarf, one 34-inch scarf and one 3-Pc. vanity set of stock dot organdy. Just the thing for the dormitory room or bedroom.

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.