

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE

Shop and Save . . . in This Complete Store-on-One Floor!

**New Fall Shades, Colors and Hues to Glorify Your Happy Hours!**

### Misses' and Juniors' Dressy Frocks

**\$3.98**

For a happy and charming "you" let these flattering new fall colors and fabrics bring new loveliness to your wardrobe. Fashions of Rayon Bengaline (a very new fabric) and Rayon Alpaca, sheer fashion luxury. Fall colors turn toward Black, Grotto Blue, Moss Green and Grape.

—Downstairs at Ayres.

Sizes 9 to 15; 12 to 18 in the Group

**Style A**—Rayon alpaca with scalloped trim. Black, grotto blue, moss green, and grape. Sizes 12 to 18.

**Style B**—Rayon bengaline in coat dress with detachable plique collar. Black only in sizes 9 to 15.

**Style C**—Rayon bengaline in 3-pc. dress with button front. Black only in sizes 9 to 15.

**Style D**—Rayon alpaca in tie back with smoking trim. Black, grotto blue, and moss green. Sizes 12 to 18.

**Friday! Save on These Tots' New Fall Frocks**

COMPLETE WITH PENCIL BOX SET

New fall frocks in solid colors, prints and checks. Attractively styled in bolero type and belted models. A fine new pencil box set with each dress. Sizes 1 to 3 and 3 to 6.

**Girls' Cotton Dresses, 59c**

New Fall Dresses in plaids, checks and new prints. Jumper styles, suspender styles and swing skirts. Sizes 7 to 14.

**Girls' Broadcloth Slips, 39c**

Girls' broadcloth slips in built-up styles, full cut, in sizes 2 to 14.

**Junior-Miss Rayon Slips, 59c**

Junior-miss rayon slips in white and tearose for back to school wear.

**School Supplies, Your Choice 3c**

A new shipment of back-to-school supplies. Pencil sets, tablets, ink, mucilage, note books and many other items.

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### Friday! SAMPLE SALE! Chenille Bedspreads

23 Spreads at	6 Spreads at	37 Spreads at	55 Spreads at
<b>99c</b>	<b>\$1.99</b>	<b>\$2.99</b>	<b>\$3.99</b>

Mostly Full-Bed Sizes—A Few "Twins"

A very special sale of salesman's samples, showroom samples and manufacturers' accumulations. Reduced to clear at prices far below their actual values. Odd patterns and colors, solid colors, two-tone spreads, multicolor florals on white and other attractive designs.

**NEW "BATES" BEDSPREADS, \$2.98 AND \$3.98**

**Unbleached Muslin 5c**

A fine quality unbleached muslin. Useful for many things around the house.

**Rayon and Cotton Lunch Cloths 29c**

Grand lunch cloths to brighten up your breakfast table, or to use for gifts.

**Rayon Dress Goods Samples 19c**

3/4 to 1 yard lengths of higher priced creases. Valuable pieces for needle women.

**Celanese Rayon Coat Linings 35c**

Fine celanese coat linings. Remnants in dark colors. Usable lengths at big savings.

**Percale Prints 10c**

A wide selection of patterns and colors for dresses and aprons.

**Shower Curtains \$1.98**

Discontinued patterns of higher priced curtains in many patterns and colors. Size 6x6.

**Upholstery Samples 39c**

Approximately 24x24-inch samples in a multitude of patterns and colors of high priced fabrics.

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**Shorty Swagger COATS**

With Detachable HOOD

**\$10.95**

The darling of your fall coats! "Angoraine" a shorty swagger coat with detachable hood. Lined with luxurious plaid. Colors are Green, Wine and Natural. Sizes 12 to 20.

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**First Quality Ringless Chiffon Stockings 50c**

Pair

FULL-FASHIONED

4-thread, pure silk to top. Ringless construction chiffon hose with picot run stop and picot tops! Also reinforced heel, sole and toes, too! Sizes 8 1/2 to 10 1/2.

• Apresmid! • Charmant! • Tiffani! • Animation! • Brisk!

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**Turn It! Twist It! It's Five Hats in One!**

### Fuzzy Felt Casual

**\$1.00**

1. (Up in back, snapped in front).  
2. (Brim up as a Beret).  
3. (Down on one side as a Profile).  
4. (Up in front, off the face).  
5. (Down all around as a Swag).  
Turn it! Twist it! Tilt it to match your mood or personality. No matter what kind of a hat "looks good on you" these Fuzzy Felt casuals can be shaped to look that way. It will be the prize of your Fall wardrobe. Choose your colors from black, brown, navy, wine, fairway, moss and viking blue. Headsizes 21 1/2 to 23.

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**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.

**... and Another Rare Value! Children's SHOES**

at **\$1.99** Pair

With These Features:

- Made over lasts that fit growing feet! A, B, C, D widths.
- Sizes 8 1/2 to big 3 in the group.
- Black or brown smooth leather uppers and black patents.
- Either high shoes or oxfords.
- Constructed so re-soleing is easy.
- Flexible, chrome-retained, water-resistant soles. Lasted heel seat.

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**Women's New FRUIT OF THE LOOM Rayon Salin Slips \$1.00**

New fall styles in Fruit of the Loom slips. California V, lace, tailored and embroidered tops. Bias and 4-gore styles with plain and embroidered hems. All lovely rayon satin and rayon diener for fashionable wear. Sizes 32 to 44 in the group. Colors in Tea Rose, White and Black in the group.

**Rayon Undies . . . 25c**

Panties, hem and band finished. Elastic at waist, small, medium and large. Tea rose.

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**Tomorrow You Can Buy This Complete 3-PIECE BED OUTFIT**

At a Special Combination Offer SALE PRICE

**\$19.95** Complete

Twin or Full-Size Bed  
Innerspring Mattress  
Double-Deck Coil Springs



**THE BED** Choice of either a Walnut finish or Maple finish bed in Four Poster and Jenny Lind styles. Sturdily constructed for service. Smart style choice, to go with most any type of decorating scheme. Full Size or twin size.

**THE INNERSPRING MATTRESS** A comfortable button tufted mattress with ventilators and figured ticking. Hundreds of tempered coil springs with 35 actual pounds of white felted cotton. Full or twin size.

**THE SPRINGS** A comfortable 90-Coil, electrically tempered spring. They're durable, serviceable steel double deck coil springs, securely tied. For full or twin size beds.

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**\$1 Down**

Delivers this outfit to your home. Balance on Ayres Deferred Payment Plan. Small carrying charge. No carrying charge on spring or mattress.