

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

REGISTERED

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



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.

59c

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

Junior-Miss Rayon Slips, 59c
Junior-miss rayon slips in white and taffeta for back to school wear.

School Supplies, Your Choice

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

3c

—Downstairs at Ayres.

Friday! SAMPLE SALE!

Chenille Bedspreads

23 Spreads at 99c	6 Spreads at \$1.99	37 Spreads at \$2.99	55 Spreads at \$3.99
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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



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.

—Downstairs at Ayres.

First Quality Ringless Chiffon Stockings **50c** Pair FULL-FASHIONED

4-thread, pure silk to stop. 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! • Charmont!
• Titan! • Animation!
• Brisk!

—Downstairs at Ayres.

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

5c

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

29c

Rayon and Cotton
Lunch Cloths

For needle women.

—Downstairs at Ayres.

Rayon Dress Goods Samples

5 to 1/2 yard lengths of heavy dress rayon crepes. Valuable pieces for needle women.

19c

Celanese Rayon Coat Linings

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

35c

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

10c

Shower Curtains

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

\$1.98

Upholstery Samples

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

39c

—Downstairs at Ayres.



1. (Up in back, snapped in front). 4. (Up in front, off the face). 5. (Down all around as Swagger). 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. They will be the prize of your Fall wardrobe. Choose your colors from black, brown, navy, wine, fairway, moss and viking blue. Head sizes 21 1/2 to 23.

2. (Brim up as a
Breton).
3. (Side as a Profile).

Turn It! Twist It! It's Five Hats in One! Fuzzy Felt Casual **\$1.00**



Women's New
FRUIT OF THE LOOM
Rayon Satin 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 hem. 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. Knit. Stepins and bloomers with elastic at waist. Small, medium and large sizes.

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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:

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

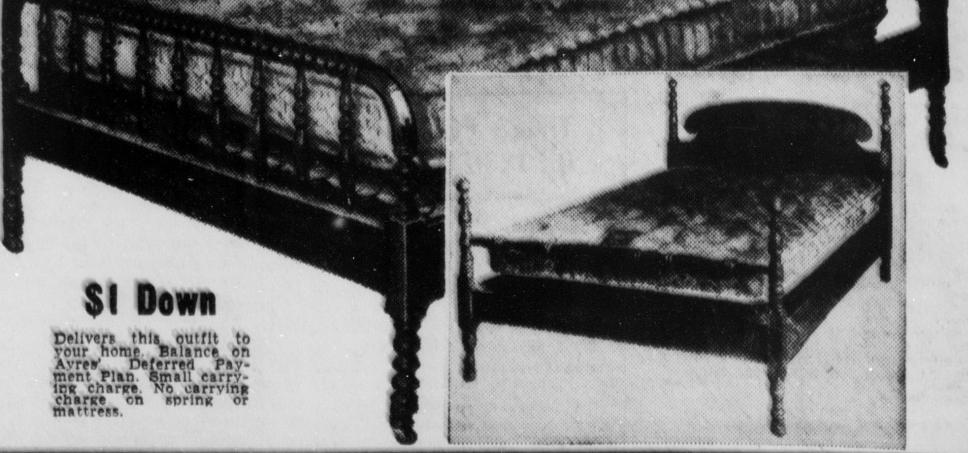
—Downstairs at Ayres.

Tomorrow You Can Buy This Complete 3-PIECE BED OUTFIT At a Special Combination Offer SALE PRICE

\$19.95
Complete

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.

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



\$1 Down

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