

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

(REGISTERED)



A. B. C.

Dresses to Give Loads of Flattery

Misses' Dressy Frocks

\$3.98

For your special treatment of personalized fall flattery you're sure to need one of these grand dressy frocks fashioned of rayon alpaca to bring new life to your fall wardrobe.

- A. Rayon alpaca in princess style. Gored skirt and smocking trim. Grotto blue, moss green, and blackberry. Sizes 10 to 18 in the group.
- B. Rayon alpaca with zipper front and puffing trim. Moss green, grotto blue and blackberry. Sizes 12 to 20 in the group.
- C. Rayon alpaca with fur tails and button trim front. Moss green and blackberry, in sizes 12 to 18 in the group.

—Downstairs at Ayres.

"Seconds" of Famous Nationally Advertised

Lovely LACE Table Covers

SALE PRICED

\$1.59 to \$4.50

54x72 60x60 60x80
72x72 72x90 72x108

Twelve different patterns in these fine table covers to choose from. Fine weaves and heavy nets, scalloped and hemmed ends. Some rayon cloths. These are seconds in quality, but we are unable to find the flaws in some of them. Buy them with confidence.

—Downstairs at Ayres.



Turn It! Twist It! Shape It to
Suit Yourself! It's 5 Hats in One!

Fuzzy Felt Casuals

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 1/4 to 23.

\$1

—Downstairs at Ayres.

ALL-AROUND GORED OPERA PUMPS



Elasticized
for Perfect Fit

\$1.99

The fastest selling opera pump that we've been privileged to sell. Made on a special new pump last. A concealed gore around the top of the shoe insures a perfect fit and comfort. Sizes 4 1/2 to 8, widths A to C.

—Downstairs at Ayres.

REMNANTS of New SPUN RAYON

A grand assortment of plain colors and prints in the New fall spun rayons. Many patterns and colors including plaids and stripes.

19c

Festoon Curtains, 67c Pr.
Cream colored pin dot with a colored festoon valance.

Panel Curtains, 19c Ea.
Novelty net curtains in colored and bordered marquisettes.

Mex. Net Curtains, 27c Pr.
New colorful plain curtains for an attractive breakfast nook.

Percale Prints, 10c Yd.
20 or more pretty patterns and colors in these grand percale prints.

Unbleached Muslin, 5c Yd.
A serviceable quality of unbleached muslin for numerous uses around the home.

Stamped Pillow Cases, 10c Ea.
A limited supply of these stamped pillow cases while the quantity lasts.

Bleached Sheetting, 28c Yd.
81-inch bleached sheetting in full 64-thread count. Pure white.

Jacquard Blankets, 87c Ea.
Colorful designed heavy cotton blankets for extra covers.

Salisbury Pillow Cases, 15c Ea.
Seconds of the "Pepperell" line. 36x36 inches.

—Downstairs at Ayres.

CLEARANCE SALE

Drastic Reductions From Our
Own Stock of Fine Quality
Wilton-Axminster-Velvet

Broadloom Carpet

SALE
PRICED

\$2.95

Square Yard

Formerly
\$3.75 to \$4.95
Square Yard
In Our Stock

- 125 Yards—Wilton Carpet—9 feet wide—Reg. \$4.95—Now \$2.95
Fern leaf pattern, in green, blue or beige.
- 169 Yards—Axminster Carpet—9 or 12 feet wide—Reg. \$3.75—Now \$2.95
Hooked design, in green, rust or burgundy predominating.
- 270 Yards—Wilton Carpet—9 or 12 feet wide—Reg. \$4.25—Now \$2.95
Scroll leaf pattern, in blue, green or beige.
- 95 Yards—Plain Mohawk Carpet—9 feet wide—Reg. \$4.50—Now \$2.95
Plain colors, in burgundy, blue or green.

Buy on
Our Deferred
Payment Plan!



BEGINNING FRIDAY!

Sensational Sale

ALL-WOOL TOPCOATS and OVERCOATS

Use Our
LAYAWAY
Service

Take
Advantage
of This Low

Sale Price

\$11.88

All-Wool Fabrics From
Such Mills as:

Almy
Dicker
Berkshire
Virginia
Hartford
Commodore

American
Hockanum
Millbury
Peerless
LaPorte
Schuster

An opportunity of the season to buy an all-wool topcoat or overcoat at a price that is so low. People ask, in amazement, how we can sell these coats at such a low price and the reason is this very fortunate purchase. Just look at the details, the fabrics, the workmanship and then you'll agree that they're worth many times the price of \$11.88.

For a Few Early Shoppers

Harris Tweed
TOPCOATS\$11.88

Yes, you're seeing right! They're genuine Harris Tweed. We haven't got a large stock of them, but what we have are going out at \$11.88.



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Broadloom Carpet

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PRICED

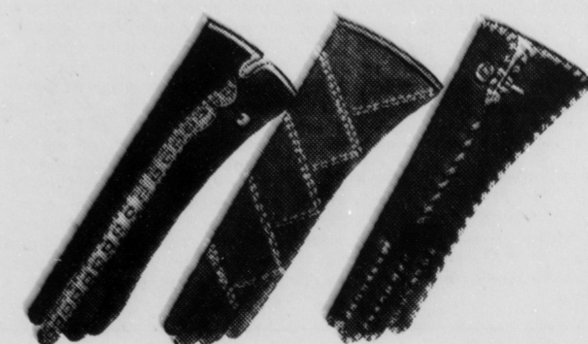
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Scroll leaf pattern, in blue, green or beige.
- 95 Yards—Plain Mohawk Carpet—9 feet wide—Reg. \$4.50—Now \$2.95
Plain colors, in burgundy, blue or green.

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Our Deferred
Payment Plan!



Irregulars and Discontinued Styles In

Double Woven
Fabric GLOVES

69c

Irregulars and discontinued styles from a famous maker. These double woven fabric gloves come in novelty slippers, shorty button styles and classic 4-button slippers. Colors in black, brown, wine and green. Sizes 6 to 7 1/2.

—Downstairs at Ayres.

First Quality
Ringless
Chiffon
Stockings

50c

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

—Downstairs at Ayres.

Children's & Misses'
Ankle SOCKS

8c

—Downstairs at Ayres.