

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE



Dresses to Give Loads of Flattery

Misses' Dressy Frocks

\$3.98

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

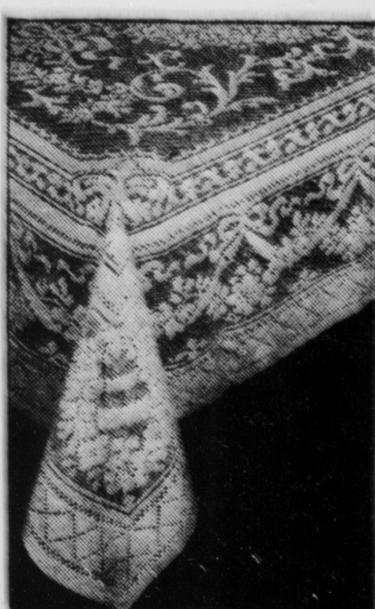
A. Rayon alpaca in princess
style. Gored skirt and
smocking trim. Grotto blue,
moss green and black-
berry. Sizes 10 to 18 in
the group.

B. Rayon alpaca with zipper
front and puffing trim.
Moss green, grotto blue
and blackberry. Sizes 12
to 20 in the group.
—Downstairs at Ayres.

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.

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—Wilminster 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!



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 1/2 to 23.

—Downstairs at Ayres.

\$1

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

19c

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

Festoon Curtains, 67c Pr.

Cream colored pin dot with a
colored festoon valance.

Panel Curtains, 19c Ea.

Novelty net curtains in colored
and bordered marquises.

Mex. Net Curtains, 27c Pr.

New colorful plain curtains
for an attractive breakfast
nook.

Percal Prints, 10c Yd.

20 or more pretty patterns
and colors in these grand percale
prints.

Unbleached Muslin, 5c Yd.

A serviceable quality of un-
bleached muslin for numerous
uses around the home.

Stamped Pillow Cases, 10c Ea.

A limited supply of these
stamped pillow cases while the
quantity lasts.

Bleched Sheetings, 28c Yd.

81-inch bleched sheeting in full
64-thread count. Pure white.

Jacquard Blankets, 87c Ea.

Colorful designed heavy cot-
ton blankets for extra covers.

Salisbury Pillow Cases, 15c Ea.

Seconds of the "Pepperell"
line. 36x36 inches.

—Downstairs at Ayres.

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
Dickey
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.



First Quality

**Ringless
Chiffon
Stockings**

50c

Pair

FULL FASHIONED
4-thread, pure silk to top,
ringless construction chif-
fon, hem with picot run
stop and no top toes! Also
reinforced heel, sole and
toes, too! Sizes 8 1/2 to
10 1/2.

• Apresmid! • Charmon!
• Titian! • Animation!
• Brisk!

—Downstairs at Ayres.

Children's & Misses'

Ankle SOCKS

8c

All-over striped ank-
lets, plain or ruffled
sides, plain or
fancy top anklets.
Seconds in sizes 6
to 10.

—Downstairs at Ayres.



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 nov-
elty silons, shorty button styles and classic 4-button
silons. Colors in black, brown, wine and green. Sizes
6 to 7 1/2.

—Downstairs at Ayres.