

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

(REGISTERED)

It's Ayres Downstairs for Correct Fashions at Lowest Prices!

Fashion Notes on Chic Little Dresses!

Misses' Dressy Frocks

\$3.98

Let your fashion ideas come to life in these charming and chic little Misses' dresses. They've got just the right amount of youthful flattery to stimulate your personal charm. The sketched dresses lean predominately toward fall colors of Moss green, Blackberry and Grotto Blue. Trims and tailoring are expensive looking and very well finished. Make a note, now... to buy tomorrow... in this collection of high fashions at a low price.

Sizes 12 to 20 in the Group

B Rayon alpaca dress with scalloping trim on neck and sleeves. Moss green and black in sizes 12 to 20.

C Rayon alpaca 2-piece dress with lace collar and hankie trim. Blackberry, Moss Green and Black in sizes 14 to 20.

—Downstairs at Ayres.



A Rayon alpaca dress with gored skirt and smoking trim. Grotto Blue, Blackberry and Black. Sizes 12 to 20.



You Get Extraordinary Comfort and Style!

"Bel-View" Nurses' Oxfords

With the Revolutionary NEW Cushion-Sole Comfort Feature

The shoe that is designed especially for those who desire neat, tailored footwear. Particularly adaptable to the needs of all active women who spend many weary hours each day on their feet. An outstanding comfort shoe value at an outstanding price. Black and white only.

Sizes 4½ to 9—Widths AA to E

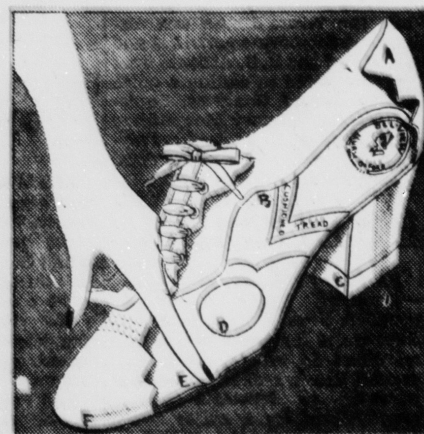
Check These Points of Superiority

- A. Scientifically proportioned back—provides snug fit and prevents heel slipping.
- B. Built-up arch insuring maximum support. Keeps the foot normal.
- C. Soft, quiet and durable rubber heels.
- D. Patent-protected Meta-Tarsal feature essential to easy walking.
- E. Cushion sole provides a soft velvet tread and absorbs the shock of walking.
- F. Good quality leather soles. Carefully selected for flexibility.

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\$1.99

PAIR



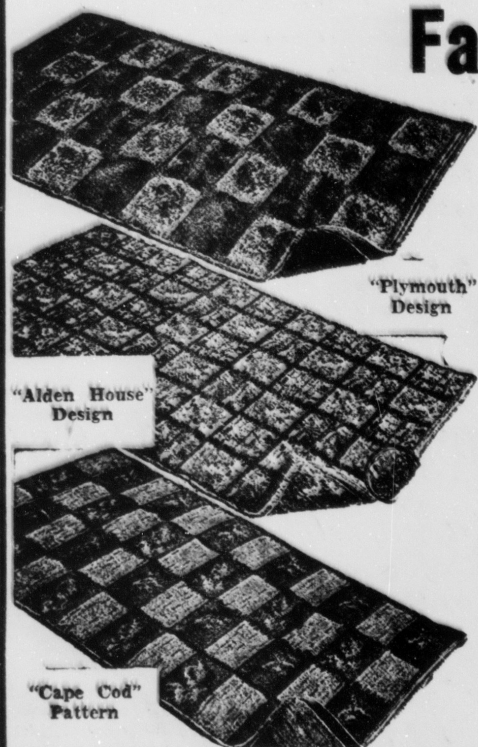
Tomorrow Choose From Famous Nationally Known "Priscilla Alden" Reversible Wool Chenille RUGS

\$19.95

9x12 SIZE

Authentic colonial hooked rug designs . . . copies of precious old rugs in 5 exquisite patterns. Tone blended for perfect coloring. A type for every room in your home. You'll find quality and long wear in every inch of them. Thick nubby texture takes plenty of punishment and you need no pad as you do for ordinary rugs.

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For Utility Wear!

REVERSIBLE

Sport COATS

Shetland on One Side
Gabardine on Other

\$10

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

Also tweed plaid back fleece box coats, shorty swaggers with hoods in wine, green, teal and tweed mixtures in the group.

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Glorious Fall Shades and Colors in

New Fall HATS

You'll walk "heads up" into fall with these glorious new fall hat creations and the price is so shockingly low you'll probably want two or three of them. Select your fall millinery from this group, tomorrow and be assured of smart head fashions at budget prices. Also a new group of Fuzzy Felt Classics in this group. Headsizes 22-23.

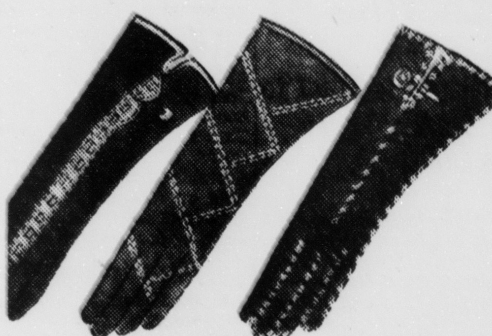
\$1.00

Trims:
Veil
Ribbon
Ornament

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COLORS:
Black
Brown
Wine
Green
Navy
Moss Green
in the group

STYLES:
Bretons
Bumpers
Pill Boxes
Cushion Brims
Snap Brims
Casuals



FRIDAY SALE!

DOUBLE WOVEN Fabric Gloves

Irregulars and Discontinued Styles

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 7½.

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FIRST QUALITY Ringless Chiffon Stockings

Full Fashioned

50c

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 8½ to 10½. Colors in Apresmidi, Charmont, Titian and Animation.

Full Fashioned CHIFFON

29c

The big opportunity to stock up on fall and winter stockings. 10th Pair of these beautiful full-fashioned chiffon hose. Seconds in broken sizes and colors. Pr.

Fall Anklets 8c Pr.
Women's, misses' and children's anklets in blazer stripes and plain cotton. Seconds in sizes 6 to 10.
Boys' and Girls' Crew Socks. 8c Pr.
Plain colors with heavy rib top, elastic in top. Assorted plain and fancy colors. Sizes 8 to 10.
Children's ¾ Length Socks. 10c Pr.
Plain leg ¾ length hose with fancy turn down cuff. Assorted colors in seconds. Sizes 6 to 10.
Silk Chiffon Hose. 19c Pr.
Genuine crepe silk chiffon hose for women in a smart color range. Seconds. Sizes 8½ to 10½.
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Sensational Sale! Men's SUITS

Topcoats and Overcoats

EXTRA FINE VALUE! **\$11.88**



The Suits— An outstanding sale of exceptional suit values to please the most demanding men. Suits of hard finish worsteds that wear well and hold their shape. Single and double breasted models. Also stout models. Dark patterns for year round wear. Select your suit tomorrow from this fine sale group.

The Topcoats and Overcoats—

This is your big opportunity to buy an all-wool topcoat or overcoat at a price that is sensationally low. People ask in amazement, how we can sell these coats at such a low price and the reason is this VERY fortunate special 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.



Men's SLACKS

\$2.98

Slacks to "wear for wear" the whole fall and winter through. New styles! New colors! Blue, grey, green, brown, herringbone, grey overplaid. Sizes 29 to 42. Also high waisted, Hollywood styles with zipper watch pocket, sizes 29 to 42.

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