

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

Prices Are LOW In This Complete Store On One Floor

They Are a Campus Sensation

REVERSIBLE SPORTS COATS

- Wool-and-Camel or Plaid Wool On One Side!
- Cotton Gabardine on the the Reverse Side!


\$9.95

You'll love it for its smartness! You'll swear by its utility! In fair weather it is a handsome wool-and-camel or plaid wool sports coat . . . and when it rains, turn its waterproof side to the elements! Zipper-closed fly front; warm collar that can be buttoned close! Full and boxy. In natural color or plaids. Sizes 9 to 17 and 12 to 18 in the group.

Plaid-Back SPORTS COATS \$10.95

Smart plaid back tweed coats that are wind and rain-proof; in boxy and fitted styles.

—Downstairs at Ayres.



For School or Business!

Felt Toppers

In a Wide-Brimmed Version of the Pork-Pie

Choose from this very colorful collection of pork-pie felt toppers—in black, brown, navy, green, wine, Indian Earth, coconut or Soldier Blue. You'll find it is flattering for any casual occasion. Head sizes from 21 1/2 to 23 1/2.

\$1

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Women's Better

Rayon SLIPS

50c

Either rayon satin or rayon crepe, plain colors or dark, prints; lace trimmed or tailored tops, bias cut. Deeply reduced for clearance. Sizes 34 to 44; some are seconds.

Printed Batiste Gowns . . . 39c

V neckline; contrasting colored trim; sizes 16 and 17.

Rayon Undies . . . 6 for \$1

Briefs, panties, step-ins and vests; plain and novelty weaves; sizes small, medium and large.

Union Suits . . . 3 for \$1

Cotton knit suits; built-up shoulders; tight or shell knee; seconds; 36 to 44.

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Now Is a Good Time to Brighten Your Home!

SALE of TOWELS

"Cannon" and Other Fine Makes Bargain Priced at—Each

5c—10c—15c
20c—25c

These are the best values we've ever offered in a towel sale! The lot includes Turkish, guest, face, bath, huck, and linen towels in all sizes and qualities—from hemmed towel ends up to 22x44-inch. Mostly white with colored borders. If you're going to college, this is a real opportunity.

SEW and SAVE!

Make Your Own Drapes, Curtains and Slipcovers!

If you can SEW, you can SAVE on beautiful drapes, curtains and slipcovers! You save once by sewing . . . and you effect a SECOND saving by choosing your materials in this SALE of remnants, odd lots and seconds of new Fall fabrics—of extra quality—in a beautiful selection. Just choose your fabrics . . . and SEW!

Fast Color Printed Crash . . . Yd. 39c

Pre-shrunk; remnant lengths up to 10 yards.

36-In. Printed Rayon Ruffex . . . Yd. 39c

50-In. Printed Rayon Ruffex . . . Yd. 59c

50-In. Printed Valencia Crash . . . Yd. 29c

40 to 48-In. Curtain Marquisette . . . Yd. 10c

50-In. Plain Chevron Cloth . . . Yd. 49c

50-In. Natural Monks Cloth . . . Yd. 39c

36-In. Tan Lining Sateen . . . Yd. 19c

50-In. Stripe Slipover Cloth . . . Yd. 49c

36-In. Printed Cotton Ruffex . . . Yd. 49c

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From Junior Corner New Coat Dresses

In Dark Rayon Romaine Crepes

\$3.98

Sketched are a pair of beau-catchers that are sure to find their way to every prominent campus in Indiana! Dressy enough for dates . . . tailored enough for classroom . . . sheer enough for immediate wear! Both have buttons from neck to hem (one has fly front) . . . they have three-quarter length bell sleeves . . . and both are immaculate with accents of white. You'll love 'em and NEVER leave 'em.

NOTE: These are but two of very, very complete assortments of brand new dresses, designed for every college activity.

BLACK BROWN NAVY

Junior Sizes—9 to 17!

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Save On SHEETS

Your choice of either 81x99 or 72x99-inch sizes in these fine Midwood sheets. They really are irregulars of our famous "Truth" sheets; 64x84 thread count; pure bleached with no starch or other filling. Pillowcases to match, 42x36-inch, are 18c each.

69c

EACH

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Yard Goods Values!

New Fall Woolens

Just 300 yards of newest fall suitings, flannels, crepes, plaids and novelties. Remnants from 1 1/2 to 3 1/2 yards.

\$1.00

YD.

Fine Combed Chambrays . . . 19c yd.

Fine combed chambrays in plain colors and stripes; usable remnant lengths.

Chenille Corduroys 49c

Splendid quality corduroys in a brand new shipment of newest colors; good, usable lengths; new chenille weave.

Fall Colors in Velveteen . . . \$1 yd.

Lovely quality twill-back velveteen in a good assortment of new fall colors; remnants from 1 to 5 yards.

Clearance! Sheer Goods 5c

About 500 yards of summer wash goods reduced for final clearance. Lovely printed sheets included. Remnant lengths.

36-In. Sanforized Denims . . . 13c yd.

Summer weight denims in plain colors and stripes; reduced to clear. Remnants.

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FRIDAY SALE!

9x12 RUGS

- Broadlooms!
- Rich Velvets!
- Good Designs!

\$23.95

Two groups to choose from: (1) All-wool seamless broadloom rugs in all-over design; first quality. (2) Wool-face velvet rugs of seamless quality with tailored ends; some fringed; in red, brown, blue or green. Persian and texture designs. Slightly imperfect.

Clearance! Grass Rugs

(5) 3x5 Grass rugs—were \$1.29—now \$.79

(43) 6x9 Grass rugs—were \$4.95—now \$2.95

(4) 9x12 Grass rugs—were \$8.95—now \$4.95

(1) 4x7 Fibre rug—was \$5.95—now \$2.98

(1) 6x9 Fibre rug—was \$7.95—now \$3.98

2 Gliders Reduced to \$10.95

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1. New cushion sole provides velvety tread and absorbs shock of walking.
2. Good quality leather soles, selected for flexibility.
3. Patent protected metatarsal feature, essential to easy walking.
4. Built up arch maximum support.
5. Scientifically proportioned back, snug fitting, preventing slipping.
6. Soft, quiet, durable rubber heels.



Comfort at Low Cost!

Bel-View Nurses' Oxfords

For NURSES!
For TEACHERS!
For SALESGIRLS!
For BEAUTICIANS!
For MAIDS!
For HOUSEWIVES!

\$2.00

Pair

There's no need to endure tired, aching feet! Just climb into a pair of these scientifically designed nurses' shoes and you'll begin to take new interest in life, even though you spend long, dreary hours on your feet each day. And style? They have plenty of it to make your feet attractive looking. The most amazing thing, however, is their PRICE—only \$2 for a lot of long, comfortable WEAR. Sizes 4 1/2 to 9; widths from AA to E.

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FIRST QUALITY—FULL FASHIONED CHIFFON STOCKINGS

These are beautifully sheer, three-thread chiffon stockings that will add flattering beauty to your legs. Ringless construction and well reinforced with lisle for longer wear. Strictly FIRST QUALITY—yet priced at only 49c. In smart hosiery colors; sizes 8 1/2 to 10 1/2.

49c

PR.

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"Buster Brown" Twinkle Toe Anklets

Twinkle Toe anklets offer a correct choice for every sporting occasion, for women and misses. Assorted colors; sizes 8 to 10; first quality.

10c

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Tots' and Girls'

New Wash Frocks

Here's a Friday bargain for school-bound tots and girls. In full flared and nautical Princess styles that all girls like. Guaranteed fast colors. Plain colors and prints. Sizes 3 to 14 years.

59c

EACH

Rayon Bloomers 19c

Children's rayon bloomers and panties with side elastic or French leg style; full cut. Sizes 0 to 00.

Broadcloth Panties 29c

Children's well tailored panties with side elastic leg and lace trim. Sizes 4 to 16 years.

Children's Cotton Slips . . . 29c

Neatly tailored white cotton slips in sizes 2 to 14 years.

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Friday Special!

Men's Fancy SHIRTS

59c Each

This is not a "59c shirt" but a dress shirt that is worth more! It is full cut and nicely tailored. In fast color or fancy stripes and checks; assorted colors; semi-soft collars; sizes 14 to 17 in the group.

Summer Ties, 4 for \$1

Clearance of all summer ties; hand tailored; resilient construction; in wanted rayon fabrics and colors.

Shirts and Shorts, 6 for \$1

Fast color shorts with full balloon seat; sizes 30 to 42. Athletic knit shirts in Derby rib style; sizes 36 to 44.

Boys' School Shirts 2 for \$1

Sturdy school shirts for sturdy boys! In neat stripes, checks and novelty patterns; well made throughout; perfect fitting collar; in blue, green, tan and plain white. Sizes 6 to 14 1/2.

Boys' Polo Shirts . . . 2 for \$1

Boys' Golf Socks, 3 Pcs. 50c

Boys' Short Socks, 3 Pcs. 50c

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Men's Sanforized Wash Slacks

IN A SPECIAL SALE!

\$1.00

PAIR

You get the savings we effected in this special purchase of fine quality FULLY SANFORIZED SHRUNK wash trousers! They are well tailored of good quality fabrics . . . ideal for dress, vacations, outings and sports—work trousers in sturdy materials that insure long wear. Sizes 29 to 42 waists.

- Small Checks
- Dark Stripes
- Overplaids
- Cotton Nubs
- Shepherd Checks
- White Ducks
- Seersuckers
- Gray
- Coverts
- Pin Checks
- Moleskins

Sale! Men's Slack Suits

\$1.59—\$2.29—\$2.79

A good selection of colors and extra quality fabrics at these low sale prices. Stock up now for remaining hot weather—and for next summer. Sizes are small, medium and large.

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