

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

* REGISTERED

Prices Are LOW In This Complete Store On One Floor



**Wool and Camel's Hair
SPORT COAT
SENSATIONS
With Zipper Linings**
\$15.00
SIZES FOR MISSES

There's a big reason why you'll see so many zipper-lined wool and camel's hair coats during the coming fall and winter season. . . . They're PRACTICAL (wear them everywhere) . . . They're VERSATILE (lined for winter, zipped out for fall) . . . ECONOMICAL (priced to help you save, they're the big coat buy of the season). Plaid linings and plain linings. Wraparound and Boxy styles. Naturals only.

Long term layaway and budget plan available. Ask your salesperson for details. Charges payable November 1st.

A Popular Wraparound with plain zipper lining. Sizes 14 in natural color.
B Popular "Boxy Coat" in natural color with plaid zipper lining. Sizes 16.
—Downstairs at Ayres.



**Girls' Regulation
GYM SUITS**
88c

Girls' regulation gym suits in blue. Nicely tailored and full cut for plenty of freedom. Adopted by Indiana schools as correct for Gym classes. Sizes 10 to 20 years.



**Annual SALE of
FAMOUS NAME
GLOVES**
79c

- Black!
- Brown!
- Natural!
- Green!

Here it is! . . . Our annual sale of irregulars of Famous Name gloves. Made by one of the foremost manufacturers of women's gloves. We can't tell the name of the company, but their trademark is on every glove. Rayon fabrics. Leather backs, hand sewn, laced styles all in slyon styles. Sizes 5 1/2 to 8.

—Downstairs at Ayres.

**A Repeat Sale of Our
Most Successful
COAT
DRESSES**
\$3.98

Sizes 12 to 20 in the Group!

They're your favorites and everybody's favorites styled for fall wear in the way you've wanted them. Belted styles of coat dresses with gathers at the waist to make them slim and flattering. Smart looking contrasting trims. Colors in Black, Brown, Soldier Blue and Green.

A Romaine rayon coat dress, 3/4 length sleeves. Black, Brown, Green and Soldier Blue. Sizes 12 to 18.
B Rayon alpaca coat dress, 3/4 length sleeves. Black, Soldier Blue and Brown. Sizes 14 to 20.
—Downstairs at Ayres.




**Tots' Sanforized
Cotton FROCKS**
49c

Tots' sanforized cotton dresses in novelty plaid combinations. Solid colors and dainty checks and stripes. Large, full hem. Sizes 3 to 6.
—Downstairs at Ayres.



**Fine Marquisette in
Permanent Finish Panel Curtains**

54, 63, 68, 72 and 78-Inch
Lengths at—

50c Ea.

81-In. and 90-In., 59c Each

54 to 78
Inches Long
44 Inches Wide
1-Inch side Hem,
3-Inch Bottom Hem

CHINTZ SAMPLES

A big collection of fine salesman's samples in many colors and patterns of quality chintz. Make all of those useful little accessories around your home such as laundry bags, shoe bags, pillows or chair covers.

—Downstairs at Ayres.

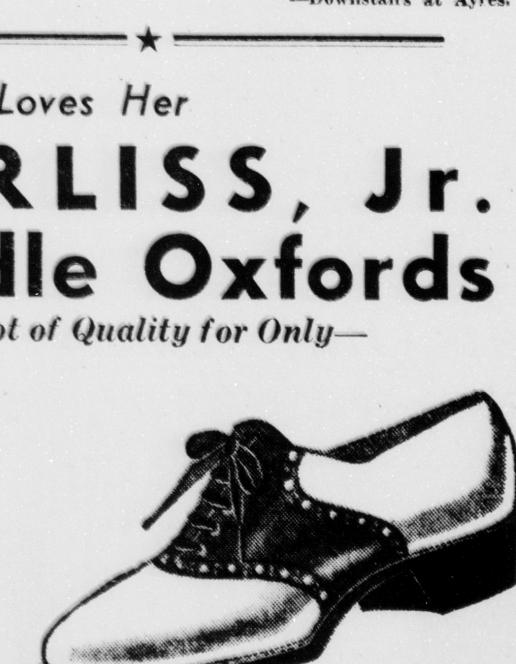
**10c
Ea.**



**Stock Up Now and Save On
First Quality—Full Fashioned
CHIFFON
STOCKINGS**
49c PAIR

Stock up on these fine first quality and full fashioned chiffon stockings. They're ringless construction in 3 thread weight. Reinforced with lisle at all points of wear to give you longer hosiery life. Sizes in 8 1/2 to 10 1/2 in smart hosiery shades.

—Downstairs at Ayres.



**Every Girl Loves Her
CORLISS, Jr.
Saddle Oxfords**
A Lot of Quality for Only—

\$3

They're smart and you'll see them everywhere. These Saddle Oxfords are the classic school shoe. Fashioned from white Elk with tan Calf. Genuine Goodyear welt with leather insole and snug-fitting heel. They come in sizes 3 1/2 to 9 and width AAA to B.

—Downstairs at Ayres.

STYLES: TRIMS:
Bretons Veil
Brims Ribbon
Casuals Metal
Off-Faces Feather
Pokes Self
Colors in Black, Navy, Wine,
Brown and Soldier Blue.
Headsizes 22 to 23!
—Downstairs at Ayres.



Look at These Savings in This SALE

**1 9x12 RUG
1 Rug PAD
2 Small Rugs**

**A Regular \$38.60
Value for—
\$29⁷⁵**

The RUGS—Beautiful Oriental patterns, floral and texture designs in these all-wool seamless rugs. The colors are rich in design, and wearing qualities are positive. Heavy tailored ends, deep thick nap. All the wanted colors. Some rugs are imperfects.

The PAD—Plain pad, made of vegetable fiber. Mothproof and rodentproof. A pad will give added years of life to your rug.

The Small RUGS—Two 27x54-inch throw rugs to harmonize with the large rug. The small rugs will make your room complete.

—Downstairs at Ayres.