

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

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 Box styles. Natural 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.

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.



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.



Tots' Sanforized Cotton FROCKS 49c

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



Annual SALE of

FAMOUS NAME GLOVES 79c

• Black! • Natural! • Green! • Brown! • Wine!

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 slip-on styles. Sizes 5 1/2 to 8. —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

A "Boon" to housewives! Now, you can choose your correct size in the permanent finish Marquisette Panel Curtains in Ivory, the MOST popular and desired shade in curtains today! All 44 inches wide! All lengths from 54 inches to 78 inches! All have headed tops—ready-to-hang—1-inch side hems and 3-inch bottom hems! —Downstairs at Ayres.

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.

10c

—Downstairs at Ayres.



New Shipment!
**FALL
FELTS
\$1.00**

STYLES: TRIMS:
Bretons Veil
Brims Ribbon
Casuals Metal
Off-Faces Feather
Pokes Self

Colors in Black, Navy, Wine, Brown and Soldier Blue. Head sizes 22 to 23! —Downstairs at Ayres.

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.

**All 4
at One
Low Price!**

NO DOWN PAYMENT

On Ayres' "Few Pennies a Day" Plan—This Includes Small Carrying Charge.

Look at These Savings in This SALE

1 9x12 RUG
1 Rug PAD
2 Small Rugs

A Regular \$38.60
Value for—
\$29.75

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 27x 54-inch throw rugs to harmonize with the large rug. The small rugs will make your room complete.

—Downstairs at Ayres.

