

# The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

Prices Are LOW in This Complete Store on One Floor



Be Carefree and Economical!  
Wear One of These Attractive, New

## SPORT COATS \$9.95

Sizes for Juniors and Misses

Reversibles  
Fitted  
Corduroy      Boxy Coats  
Wraparounds  
Fleeces      Tweeds  
Shetlands

No need to spend an exorbitant amount for a fall sport coat. These attractive 1940-41 versions of better coats will fill every need you might have and still save you money. Choose practical reversibles, soft casual fleeces and chic plaid backs. Some have zipper closings, others have hoods.

—Downstairs at Ayres.



Distinctive Styling  
in Budget Priced

## Women's Fall FELTS

88c

The fall season is the note that heralds smart new millinery styling for women. They're priced low to help you save. The group includes Brims, Brettons, Berets, Off-the-Face, Pokes and Turbans. Many colors to choose from.

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## CALLING ALL JUNIORS!

To See These Adorable  
"Round the Town"

### CAMEL SUEDE

## FROCKS \$3.98

Camel Suede  
Long Sleeves      Gold Buttons  
Full Flared Skirt

Soldier Blue      Wine      Brown      Sycamore      Green  
Teal      Rose

Every once in a while a dress fashion "CLICKS." That's just what these smart new Camel Suedes are doing. These are THE DRESSES for going everywhere this fall. Football, wiener roasts, just everywhere you want to be dressed smart and yet casual and comfortable. Sizes 9 to 15.

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ORDER BY MAIL OR PHONE RI-9441

You Save When You Buy Our Own Brand of Irregulars of

Full-Fashioned Chiffon

**La Payne STOCKINGS 49c Pair**

Durable 4-thread chiffon stockings that embody the famous stretch top or plain welt. Picot hems and picot runstop. And for longer wear they're reinforced with lisle at points of wear. Smart new fall hosiery colors in sizes 8½ to 10½.

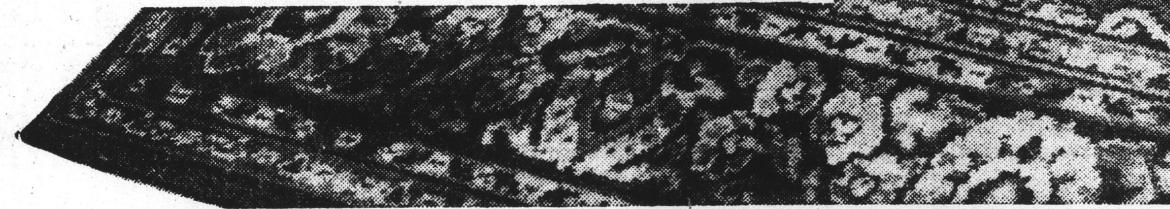
—Downstairs at Ayres.

### Choose From Our Big Selection of Seamless Wool Face Rugs 9x12 or 8.3x10.6 Sizes \$29.75

Give new life to your home with one of these fine quality, durable rugs! Choose from beautiful Oriental patterns, floral and texture designs in these all-wool face seamless rugs. The colors are rich in design, and wearing qualities positive. Heavy tailored ends, deep thick nap. All the wanted colors. Some rugs are imperfects.

**NO DOWN PAYMENT** On Ayres' "Few Pennies a Day" Plan—This includes a Small Carrying Charge.

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### Seconds of "SLICKS" SLIP COVERS \$2.00

for Davenports Only!

These seconds are the accumulation of all price lines in these fine furniture slip covers. A wide selection that permits you to choose from 8 very attractive patterns in such colors as Blue, Wine, Green, Rust and Brown. All are regular sizes.

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### ODD-SIZE PANEL CURTAINS

Many odd panel curtains to choose from. Fine quality in 54-in. filet panels, 63-in. lace panels, 78-in. rayon panels and 81-in. tucked panels. Other sizes in the group. Bargains if they fit your windows.

### Drapery and Upholstery

### SAMPLES

10c 19c 39c

EACH EACH EACH

Chintz drapery samples from many better fabrics that have sold for much more. Make laundry bags, shoe bags and things for your home. Upholstery samples are fine for chair seats. Many attractive colors and patterns for every purpose.

—Downstairs at Ayres.

59c Ea.

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59c Ea.

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### For Fine Wear Choose the Popular Priced CHENILLE BEDSPREADS \$1.99 \$2.99 \$3.99

Large full bed size chenille spreads in these very popular price lines. Spreads that will glorify any bedroom they grace. White grounds in various colored designs. New fall colors predominate. 99 Inches wide and 105 inches long.

**MATTRESS COVERS** \$1.29  
Irregulars of famous \$1.69 "Truth" mattress covers. Unbleached muslin with tape bound edges and rubber buttons. Full or twin sizes for innerspring mattresses.

**BED SHEETS** 59c Ea.  
81x90 and 81x99 Sizes. Full size bleached sheets. Slight irregulars of mill closeouts. Long wearing quality.

**COTTON SHEET BLANKETS** 49c Ea.  
Heavy quality plaid cotton blankets. Irregulars of sheet blankets in 66x76-inch size. All popular colors.

**WHITE SHEET BLANKETS** Ea.  
Heavy all-white cotton sheet blankets in 70x90-inch size. Sturdy and made for \$1.00 long wear.

**PATCHWORK QUILTS** \$1.99  
Clearance of patchwork quilts that are washable and sunfast. 80x84-in. printed quilts closely stitched. Slight irregulars.

**50% WOOL DOUBLE BLANKETS, PR.** \$2.39  
70x80 Inches in heavy plaid double blankets. Colors in Blue, Green, Gold, Rose and Orchid. Warm and wearable for winter.

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Choose These Chic Foot Flatterers For Every Fall Function!

### FASHION STARS SHOES for Women \$2



You're sure to find just the right pair of shoes when you look at these smart new fashions. 20 Styles in all, to choose from. Suedes, Simulated Alligator, Patent and Calf. Sizes 4½ to 9. Widths AA to B in the group.

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### Children's 1-Piece Knit SLEEPERS 59c

Warm fleece sleepers complete with feet and lastex self-help back. Colors in Pink and Blue. Sizes 2 to 6.

Children's 10% Wool Union Suits Complete with self-help back and French style leg. Combinations for boys and girls. Sizes 4 to 12 years.

#### 1-Pc. Flannelette PAJAMAS

Children's one-piece flannelette pajamas with self-help back. Novelty stripe and floral patterns, frog trim. Sizes 2 to 8.

#### Tots' Wool SWEATERS

Tots' all-wool slip-over sweaters in many assorted colors. Sizes 1 to 6.

#### Tots' Sanforized WASH DRESSES

Tots' sanforized cotton wash dresses. Prints and solid colors. Sizes 1 to 6.

#### Toddlers' Knit PANTIES, 2 for 25c

Toddlers' warm knit panties. Yoke front; lastex back, French leg style in sizes 1 to 4.

#### Tots' Sanforized WASH DRESSES

Tots' sanforized cotton wash dresses. Prints and solid colors. Sizes 1 to 6.

For FRIDAY ONLY!

### COTTON LUNCH CLOTHS 29c Ea.

Imported cloths in very attractive check patterns that have become so popular. Choose from colors of Blue, Green, Red and Gold. Offer good for Friday Only.

#### LACE DOILIES

Hand-made, hard-twist, Tuscany lace doilies. Large sizes, oblongs and ovals.

#### 10c

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### REMNANTS 10c

**Cotton Plaid Remnants**  
A very nice selection of cotton plaid in greens, blues, reds and other colors. Reduced for a grand clearance. Used sizes in the group.

**White Outing Flannel**  
White outing flannel. 27 Inches wide in all-white quality. Nice size remnants for many uses. Dark and fancy colors. 15c Yd.

**Hope Muslin Remnants**  
Remnant lengths of our famous Hope muslin. You've used it before, now buy these remnants at these reduced prices.

**RAYON SAMPLES** 5c ea.  
Odds and ends of various sizes of Rayon. Very attractive colors and prints. Approximately 1-yard lengths.

**Corduroy and Velveteen Remnants** 79c yd.  
From this great selection you will be able to get material for all of those fall clothes you're planning to make. Good usable lengths in choice colors.

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