

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 Boxed Coats Tweeds
Fitted Wraparounds Shetlands
Corduroy Fleeces

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, Betons, 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 Gold Buttons
Long Sleeves Belted Midriff
Full Flared Skirt

Soldier Blue Sycamore Green
Wine Brown 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

La Doyre

Full-Fashioned
Chiffon

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 8 1/2 to 10 1/2.

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

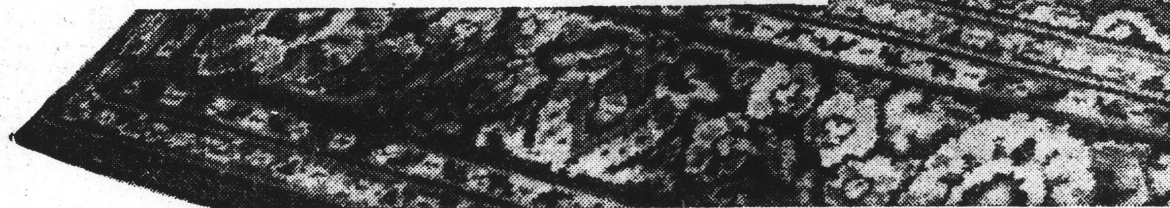
\$29.75

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 Davenport 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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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.

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ODD-SIZE PANEL CURTAINS

Many odd panel curtains to choose from. Fine quality in 54-in. flit 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.

59c

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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 Calif. Sizes 4 1/2 to 9. Widths AA to B in the group.

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Cotton Fleece Cardigans

\$1.00

For fall and fun, a cotton fleece cardigan! Colors come in Moss Green, Maize, Jockey Red, Royal Blue, Black or Brown in the group. Pockets and transparent buttons. Sizes small, Medium and Large.

"FRUIT of the LOOM"

Radium Crepe

SHIRTS

\$1.19

Action back with convertible neckline, short sleeves. Sizes 32 to 40 in white, dusty rose and powder blue.

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REMNANTS

Cotton Plaid Remnants
A very nice selection of cotton plaids in greens, blues, reds and other colors. Reduced for a grand clearance. Usable 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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10c

YARD

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

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

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

WHITE SHEET BLANKETS Heavy all-white cotton sheet blankets in 70x99-inch size. Sturdy and made for long wear. **\$1.00**

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

5% WOOL DOUBLE BLANKETS, PR. 70x80 inches in heavy plaid double blankets. Colors in Blue, Green, Gold, Rose and Orchid. Warm and wearable for winter. **\$2.39**

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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. **59c**

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. **59c**

Toddler's Knit PANTIES, 2 for Toddler's warm knit panties. Yoke front, lastex back, French leg style in sizes 1 to 4. **25c**

Tots' Wool SWEATERS Tots' all-wool slip-over sweaters in many assorted color stripes. Sizes 2-8. **59c**

Tots' Sanforized WASH DRESSES Tots' sanforized cotton wash dresses. Prints and solid colors. Fast colors. Sizes 1 to 6. **59c**

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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, Tuscan lace doilies. Large sizes, oblongs and ovals.

10c

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