

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

SAVE In Every Department! FRIDAY BARGAINS

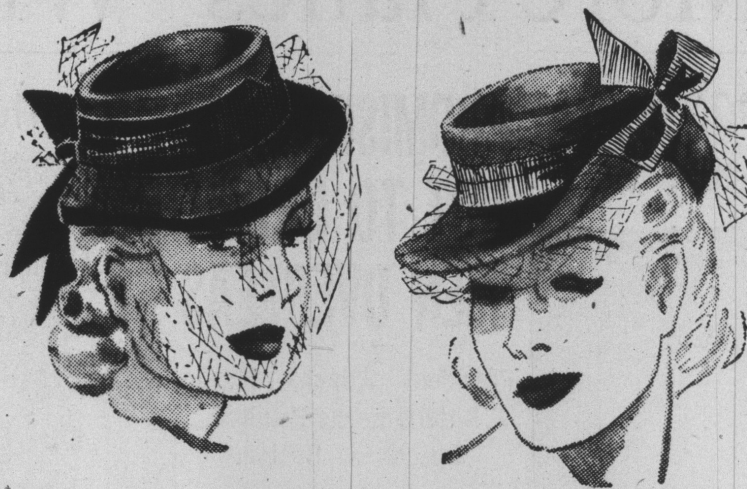


A Lasting Thrill With These
**Rayon
Bunny Suede
"Day and Night"
FROCKS
\$3.00**

Sizes 9 to 17, 12 to 18 in the Group!

Cherry! Rose! Aqua!
Green! Powder Blue! Beige!
Blue! Gold! Moss Green!

These are the dresses that have been causing all of the excitement since we introduced them a week ago. They've met with instant approval because of their ultra smart styling, detailed construction, and unusual trims. Simulated leather buttons and belts, zipper fronts, angora trims... just every youthful accent you could think of.
—Downstairs at Ayres.



A Real Friday Bargain!

**Smart Felt HATS
50¢**

We scoured the market to secure these rare bargains for you. Choose from these exciting styles and colors.

Brims Off-Face Brown
Brettons Vels Navy
Turhans Ribbon Wine
Casuals Ornaments Rust
Pokes Black Green
—Downstairs at Ayres.



Everybody's Talking About All-Wool

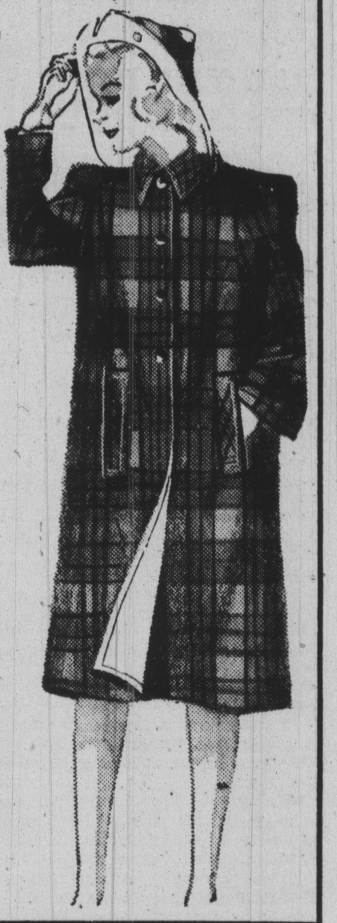
**"Collegiate Joe"
CARDIGANS
\$1.00**

Red, Navy, Natural,
Blossom, Blue, Black, Wine

They're the "smartest" thing for school! Boxy cardigans with crew neckline, grosgrain ribbon trim, leather buttons and two large patch pockets. Sizes are small, medium and large.
—Downstairs at Ayres.

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

**SPORT
COATS
\$8.88**



Reversibles! Wraparounds!
Fitted! Plaids!
Boxy Coats! Tweeds!

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 and chic plaid backs. Some have zipper closings, others have hoods. Sizes for Misses and Juniors in the group.
—Downstairs at Ayres.

You Save When You Buy Our Own Brand of
FIRST QUALITY

**"Betty Shaw"
Full Fashioned
STOCKINGS**

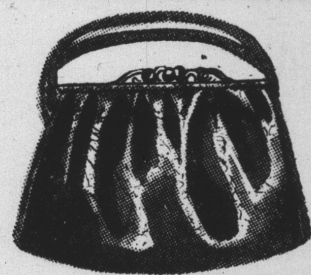
Choose either a genuine crepe 4-thread or 7-thread service weight according to your need. Service weights have lisle welt, picot top and runstop. Both are lisle reinforced at point of wear. All are First Quality.

59¢

"Buster Brown" SHAGGIES

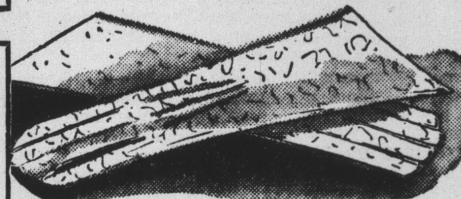
Irregulars of Buster Brown Shaggy ankle socks in wool, rayon and rabbit's hair mixture. Sizes 7 to 10 in sweater colors.

3 for 50¢
—Downstairs at Ayres.



One Day Only!
New Styles, Simulated
**BAGS
94¢**

Many attractive new styles to choose from in simulated leather bags. Colors in Black, Brown and Wine. Simulated leathers in Alligator, Calf and Crushed Kid.



Sample, Genuine
**Leather
GLOVES
\$1.39**

Sample gloves of genuine leather. Suedes, pigskin and capecul. Plain slip-on styles and fancies. Colors in Black, Brown and Navy in the group. Sizes 6 to 7 1/2.
—Downstairs at Ayres.

Buy These by the Dozen and Save!

Women's Rayon Diorer, Rayon Satin and Rayon Satin Stripes

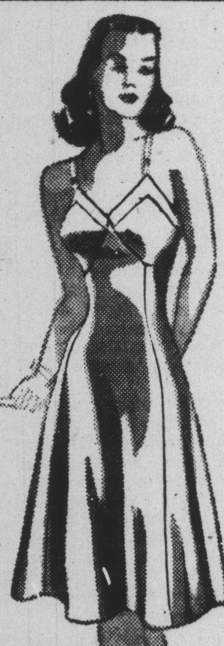
SLIPS.....88¢

Three choice patterns to choose from when you buy these select slips. "V" tailored and Lace tops, bias and 4-gore styles. Sizes 32 to 44 in Tea Rose.

1-1-1 Off on Undies
Discontinued styles of rayon crepe or rayon satin gowns, dancettes, chemise, and bed jackets. Tailored and face trimmed print. Colors in Tea Rose and Blue. Some are Soiled.

Plain, Novelty Undies... 3 for \$1
Rayon briefs, panties, step-ins, bloomers and vests. Taped fronts, elastic backs, tailored hems. Sizes 34 to 42 in Tea Rose.

30% Wool Vests & Pants, 3 for \$1
Seconds in tuckstitch built-up shoulder vests and snug fitting panties, lastex at waist. Small, medium and large.
—Downstairs at Ayres.



**Girls' Big Brother
SPORT SHIRTS**

2 for \$1.00

All white shantung sport shirts in Big Brother styles. Two-way collars. Sizes 8 to 16.

Girls' WOOL SWEATERS

Wool zephyr knit sweaters, button front and slipover styles. Novelty weaves in pastel and dark colors.

94¢

Flannelette PAJAMAS

Girls' 2-Pc. flannelette pajamas. Solid color, print trim. Sizes 8 to 14.

Tuckstitch PAJAMAS

Girls' tuckstitch pajamas, coral, peach and aqua. Sizes 8 to 16. Slight irregulars.

69¢
—Downstairs at Ayres.

Infants' "Birdseye" DIAPERS

A good quality of "Birdseye" diapers. Slight irregulars, 27x27-Inch size. Specially priced.

69¢

INFANTS' KNIT GOWNS

Drawstring at sleeves and bottom. Cotton knit quality.

39¢

Infants' KNIT KIMONOS

White combed yarn in infants' cotton knit gowns.

39¢

1-Pc. PAJAMAS

Prints and colors in tots' 2 for flannelette pajamas. Sizes 2 to 8.

UNION SUITS

Tots' part-wool union suits, 2 for short sleeves, elastic back. Sizes 2 to 12.
—Downstairs at Ayres.

\$1

**Boys' Fancy
SHIRTS**

2 for \$1

Fast colors, perfect fitting collars. Neck stripes and checks in patterns. Colors in blue, green and tan. Sizes 6 to 14 1/2. Also plain whites.

Boys' Fall Sweaters

New fall sweaters with button fronts, zipper fronts and slipover styles. Rayons, part wools, brushed wools, and cottons.

Colors come in Red, Blue, Green, Brown, in plain colors or two-tone fancy designs. Sizes 8 to 16.

Plaid Mackinaws

Heavy warm all-wool plaid Mackinaws. Double-breasted, full cut. Four pockets. Green, red, blue and brown plaid. Sizes 8 to 16.

\$3.88



**Men's Part-Wool
Coat Sweaters
\$1.00**

Some seconds in this group of men's sweaters. Part-wool coat style. Colors, Brown and Oxford grey. Sizes 38, 40 and 42.

**"Real Silk" Hose
5 Pk. \$1.00**

Pure thread silk, hem top, full length, lisle reinforced. Sizes 10 and 12. Black only.
—Downstairs at Ayres.

**9x12 All-Wool Face
Seamless
Axminster**

**RUGS
\$24.95**

A good, heavy seamless Axminster all-wool-face rug at such a low sale price. Choose from our selection of Chinese and texture patterns in Rust, Wine and Taupe colors. Deep, heavy nap with fully tailored ends. Limited quantities. 9x12 sizes only.
—Downstairs at Ayres.



**Ruffled
CURTAINS
39¢ Pair**

Hundreds of pairs of beautiful curtains in white pin dots, white cushion dots, pastel colors, white, colors. Approximately 60 inches wide to the pair and 2 1/2 yards long. Large enough for bungalow windows.

**"SLICKS"
Furniture Covers
\$1.99 \$3.99**

For Chairs For Davenport
Stripe patterns in slight seconds.
Mix or match your own.
—Downstairs at Ayres.

**Drapery Lining
SATEEN
25¢ Yd.**

Suitable for lining 48-inch drapery fabrics.

LUNCH CLOTHS

Everyday lunch cloths in colorful plaid designs of red, blue and green and gold. Size is full 50x50 inches. Buy several of these to save your better ones.

29¢

TABLE DAMASK

Heavy cotton damask to make your own table cloths to fit your table exactly. 58 inches wide. Hotels and restaurants will find this very economical.
—Downstairs at Ayres.

39¢

**36-Inch
Pillow Tubing
15¢ Yd.**

Heavy quality tubing to make gift pillowcases.

**Ironing Board,
Pad, Cover Set
39¢ Set**

Unbleached pad with serviceable, muslin cover.—Downstairs at Ayres.