

# The "BUY WAY" of Indianapolis<sup>\*</sup> AYRES A 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!*

<i>Cherry!</i>	<i>Rose!</i>	<i>Aqua!</i>
<i>Green!</i>	<i>Powder Blue!</i>	<i>Beige!</i>
<i>Blue!</i>	<i>Gold!</i>	<i>Moss Green!</i>

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
Bretons	Vells	Navy
Turbans	Ribbons	Wine
Casuals	Ornaments	Rust
Pokes	Black	Green

—Downstairs at Ayres.

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

**SPORT COATS**

**\$8.88**

*Reversible! 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*

**59c**

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.

**"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 50c**

—Downstairs at Ayres.



*One Day Only!*

*New Styles, Simulated BAGS*

**94c**

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.



**"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.

*Discontinued Styles of Regular \$5.00 "American Girl" ARCH SHOES*

**\$3.69**

Discontinued styles from our regular stock of \$5 American Girl archshoes. Black, brown or navy; kid, patent, suedes and calfskins in medium and cuban heels. Sizes 4 1/2 to 10 in the group. Widths AAA to D.

**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.

**94c**

**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.

**69c**

—Downstairs at Ayres.



*Sample, Genuine Leather GLOVES*

**\$1.39**

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



**Infants' "Birdseye" DIAPERS**

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

**69c Doz.**

**INFANTS' KNIT GOWNS**

Drawstring at sleeves and bottom. Cotton 39c knit quality.

**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. \$1 Sizes 2 to 12.

—Downstairs at Ayres.



**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.



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.

**Boys' Fancy SHIRTS**

2 for \$1

Fest colors, perfect fitting collars. Neat stripes and checks in patterns. Colors in blue, green and tan. Sizes 8 to 14 1/2. Also plain whites.

**Boys' Fall Sweaters**

\$1.19

New fall sweaters with button fronts and slipover styles. Rayons, part wool, and mixed wools. Colors come in solid, Red, Blue, Green, Brown, in plain colors or two-tone fancy designs. Sizes 28 to 38.

**Plaid Mackinaws**

\$3.88

Heavy, warm all-wool plaid Mackinaws. Double-breasted, full cut. Four pockets. Green, Red, Blue, and Brown plaid. Sizes 8 to 18.



**"Real Silk" Hose**

**5 Pr. \$1.00**

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



**LUNCH CLOTHS**

**29c Ea.**

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.

**TABLE DAMASK**

**39c Yd.**

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.

**Ironing Board, Pad, Cover Set**

**39c Set**

Heavy quality tubing to make gift pillowcases.

Upholstered pad with serviceable muslin cover. Downstairs at Ayres.