

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE



August Selling!

### FUR COATS

Sable Dyed Coney

**\$49.45** (Tax Included)

This year, more than ever before, you'll want warmth, quality and fashion beautifully combined in your new fur coat. From our exciting collection of new Fall fur styles, select a coat of beautifully blended sable dyed coney. Just slip one on—see how flattering the lines are, how rich the fur. You have a choice of a round roller or johnny collar, a yoke or a plain back. Bell sleeves. Sizes 12 to 20; 38 to 44.

### Other FUR COATS

**\$76.95 to \$186.45** (Tax Included)

• Seal Dyed Coney • Dyed Muskrat  
• Sable Dyed Coney • Persian Paw

### FUR JACKETS

**\$54.45 and \$65.45** (Tax Included)

• Sable or Skunk Dyed Opossum

Use Our Convenient Budget Plans  
Ask Your Salesperson for Details  
—Coat Department—Downstairs at Ayres



### Reversible COATS

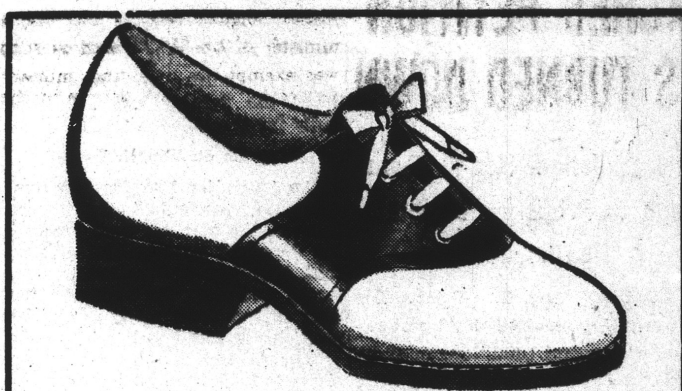
Brand New—For Fall!

Come wind, come rain, come sleet or snow, you'll be snug and dry in one of these smart new reversibles! Just turn the coat inside out to meet the weather. Choose from a large assortment of bold plaids, corduroys, tweeds or shetlands. In all your favorite colors. The raincoat is of a sturdy beige gabardine that sheds water as easily as a duck's back. Nest button or zipper front fastenings.

**\$12.95**

Sizes for Misses and Juniors

—Coat Department—Downstairs at Ayres



You'll Look Your Best in These Smart

### CORLISS SADDLES

**\$3.50**

Your favorite saddle oxfords, favorite on every campus under the sun. Smartly styled by Corliss to take you comfortably back to school! Rubber soles, low heels. Brown and white in sizes 3 1/4 to 9, widths AAA to C.

—Downstairs at Ayres.

For Town! Country! Campus!

### Classic Corduroy SUITS

**\$5.98**

Classic corduroy—good for business, school or country, because it wears like iron! You'll adore its simplicity, its casual sophistication, its neat bright air of going places! The classic four-button coat has three roomy pockets, a smart neckline. The skirt has eight gores and a zipper placket. In brown, navy or red, sizes 12 to 18. The tailored short sleeved white cotton shirt has a convertible neckline, an action back. Sizes 32 to 40. \$1.09.

—Sportswear Department—Downstairs at Ayres



### Clearance! Tots' Sun & Fun Togs AT BIG SAVINGS

59c Little boys' and girls' seersucker and percale shorts, 25c.  
89c Toddlers' sheer dresses. Broken sizes, 39c.  
\$1.19 Tots' sunback seersucker play togs, 69c.  
\$1.39 Little boys' in-and-out suits, 69c.  
\$1.00 to \$1.29 Little boys' and girls' seersucker longies, 50c.  
89c Little boys' cotton knit longies, 50c.  
\$3.00 Little girls' 2-piece jacket and longie seersucker suits, \$1.00.  
\$1.19 Little boys' in-and-out shirts, 50c.  
69c Tots' cotton percale pajamas, 39c.

—Downstairs at Ayres.

Slight Irregulars

### Full-Fashioned, High Twist Bemberg Rayon Stockings

**50c PAIR**

Made by An Indianapolis Hosiery Mill

Beautiful high twist bemberg rayon stockings made by an Indianapolis hosiery mill—they combine the extreme beauty and service that every woman seeks in hosiery. Strong cotton tops and foot reinforcement of cotton and rayon! They're more snag resistant. These lovely stockings are classed as irregulars, but this in no way impairs the long wear or appearance of the stocking. In beautiful hosiery colors.

—Downstairs at Ayres.

Bargains for the Home to Choose All Day Friday—And Till 1:00 P. M. Saturday

SALE! Maker's Sale!



### "Gold Seal" FLOOR COVERING 39c SQUARE YARD

Genuine Gold Seal Deluxe and Superwear quality borderless felt base rugs. Choice patterns in floral and tile designs. In a wide selection of colors. 9 feet wide.

### "Gold Seal" CONGOLEUM RUGS \$5.95 EACH

6x12 quality in tile and floral patterns, including the famous design showing Early American historical scenes. Slight irregulars in all wanted colors.

—Downstairs at Ayres.

### Chenille BEDSPREADS

Chenille, \$2.98 and \$3.98

Chosen from a large assortment of lovely baby chenille twin or full size bedspreads. Two tones, solid or multicolors, high and low piles. Substantial fast colors. Blue, green, dusty rose, orchid, peach.

Fine Percale Pillowcases ..... Ea. 39c

Bleached pure white; 45x38 1/2 size; deep hems.

Mattress Covers ..... Ea. \$1.98

Twin size only; heavy unbleached muslin, rubber buttons.

Stuffed Mattress Pads ..... Ea. \$1.98

Zig-zag stitched pads in full or twin size. First quality.

New 54-Inch Fall WOOLENS ..... \$1.29 Yd.

All wool, wool and rayon, rayon with cotton mixture coatings, suitings, shetlands, crepes, plaids and checks. In new fall colors and patterns.

Checked Gingham ..... 29c yd.

32 and 34-inch fabrics; small, medium or large checks. Fast colors. Blue, green, brown, red, black, gold.

36-Inch Wide Merrimack ..... 78c and \$1.00 yd.

Corduroys in red, kelly green, alpine rose, oyster, beige, burgundy, dark green, Cuban rust, royal blue, run brown, \$1.00 yd. Narrow 36-inch in-auris, coquelicot, redupia, sportgreen, laurel, soldier red, cardinal, burma brown, colonial blue, 78c yd.

New Woven Seersuckers ..... 39c yd.

2 to 10 yd. remnants in washable fast colors. Checks, plaids, stripes.

"Chateau" Chambrays ..... 39c yd.

In plain colors and stripes; in full bolts or in usable remnants. 36 inches wide.

Rayon Dress Samples ..... 15c

Plain and printed designs in 3/4 to 1 yd. lengths.

Bleached Muslin Remnants ..... 10c yd.

36-inch widths; good usable remnant lengths of fine bleached muslin.

\$2.98 to \$5.98

Wonderful to take back to school or to use in your own home! Woven spreads are sturdy, wrinkle proof, lint free, easily laundered. Full or twin sizes in bright new fall colors and patterns. Matching Bates spreads are also available at these prices.

Chicken Feather Pillows ..... Ea. \$1.49

Blue and white ticking; 21x27-inch; well-filled.

Heavy Gannon Bath Towels ..... Ea. 19c

Seconds of 20x40-inch Turkish towels; color borders or checks.

"Sani-Slip" Pillow Covers ..... Ea. 59c

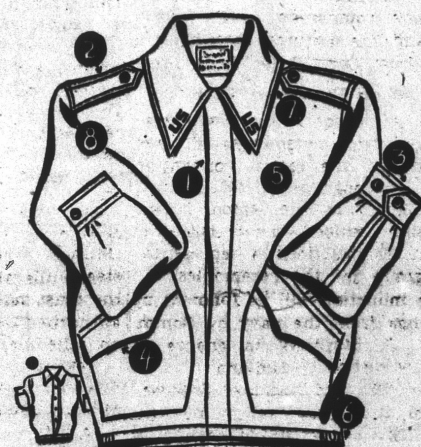
Bleached covers strongly made; easily removable for washing. End closes with a 16-inch rust-proof slide fastener.

### "General MacArthur, Jr." Water Repellent

### Boys' Poplin JACKETS

**\$2.00**

1. Full button fly front.
2. Shoulder straps.
3. 2-button adjustable cuffs.
4. Slap pockets.
5. Zelan processed water repellent fabric.
6. Elastic at bottom for snug fit.
7. Convertible all-weather collar!
8. Extra fullness under the arms.



Seconds because of slight irregularities. Of wonderfully water-repellent Zelan processed cloth, sizes 10 to 18.

### Boys' Lumberjack Plaid Cotton FLANNEL SHIRTS

Button Front Style, \$1.19 Zipper Front Style, \$1.39

Large bright plaid or plain colored cotton flannel shirts to take your young student brightly back to school! Long sleeves, convertible collars. Red, blue, green. Sizes 6 to 18.

### Boys' Yankshire Corduroy Reversible Fingertip Coats . . \$7.95

Reversible for winter-long warmth. Water repellent, aridex treated cotton gabardine lining. Sizes 10 to 18.

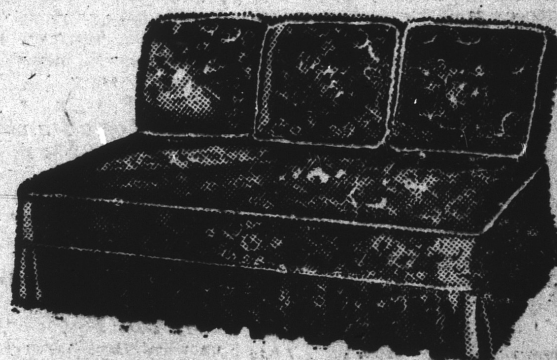
### Boys' 100% Reprocessed Corded Wool Fingertip Coats, \$8.98

Yankshire fingertip-length coats, excellent for school. Cotton gabardine reversible lining. Brown or teal. Sizes 10 to 18.

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### STUDIO COUCH COVERS

**\$4.99 SET**



Others \$5.98 and \$6.98

A well-known maker of slipcovers made these studio couch covers from remnants of very fine slipcover materials left over from the manufacture of furniture slipcovers. Large assortment of woven or printed designs. The 4-piece set includes separate covers for three back cushions.

### Fine DRAPERY FABRICS, 39c Ea.—59c Ea.

These are the finest samples we have offered at these low prices! Many of them are of priceless fabrics no longer available at any cost. Priced according to size, they run from 27x36 inches to 90x50 inches. In a wide assortment of patterns and colors.

### Bonded "GLOSHEEN" REMNANTS, 49c Yd.

36-inch-wide remnants of new "Glosheen" prints just released from the mill. In good usable lengths of 1 to 5 yards, excellent for covering pillows, chair seats, etc. In a large assortment of patterns and colors.

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