

STORE OPEN ALL DAY SATURDAY—9 A. M. TO 5:30 P. M.



AYRES DOWNSTAIRS STORE 59TH ANNIVERSARY SALE

Girls' Pile Coats



\$4.95

Camelhair and wool-pile fabric coats with warm interlining; big and luxurious looking. Tan, or gray. Sizes 7 to 14.

Children's Wash Frocks



89c

"Cinderella" and California style wash frocks with panties to match; novelty prints and plain colors. Fast colors. Sizes 2 to 6.

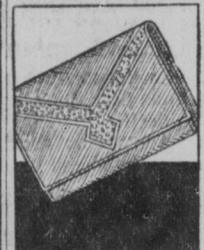
Boys' Wash Suits



89c

Broadcloth, cotton linene and chambray suits, trimmed with embroidery and buttons. Fast colors. Button at waist. Sizes 2 to 6.

Smart New Handbags



89c

Black, brown or green bags in newest fall styles; in simulated pinseal, sharkskin, pigskin and calf grain. They'll match your ensemble.

Women's Knit Union Suits



35c 3 for \$1

Elastic, cotton knit union suits with built-up shoulders; tight or shell knee; some with closed crotch; sizes 34 to 42.

New Hand-Made Gowns



35c 3 for \$1

Very dainty hand-made cotton gowns with hand-applied trimming in contrasting colors. Square or round necklines; sizes 16, 17.

Women's Satin Girdles



\$1.00

A light, well-made 10-inch girdle of satin, with lightly boned front; elastic side inserts; side hook; four hose supporters. Sizes 26 to 34.

Misses' Jersey Frocks



\$1.79

Jiffy Jersey dresses, made of fine all-wool yarns; elastic waist and cuffs. In black, brown, navy, green or wine. Sizes 14 to 20.

Women's Wash Frocks



89c

Our beautiful "Princess Peggy" wash frocks at a big saving! A full assortment of the new fall styles, in fine prints; sizes 14 to 50.

New Fall Dresses

*That Fairly Shout—
"Fashion and Quality"*

Priced for Anniversary at

\$6.95



Beautiful dresses of such high QUALITY that they will STAY beautiful! That's the type of garment you'll find in this great Anniversary Sale! Fabrics of exquisite quality, fashioned by master craftsmen into creations of utter loveliness. There are Sunday night frocks, smart tailored lines, jacket frocks, coat dresses, boleros and peplums—all conforming to the new fall silhouette.

—Canton Crepes
—Travel Crepes
—Black Satins
—Velvet and Crepe Combinations

—New Woolens
—Lovely Chiffons
—Georgettes
—AYRES' Downstairs Store.

SIZES:

13 to 17 for Juniors.
14 to 20 for Misses.
36 to 52 for Women.

Fur-Trimmed Coats

In the New "Rough" Woolens
That Fashion Demands

Priced for Anniversary

\$22.50

When you choose a winter coat in the Anniversary Sale you are ASSURED of getting an established fashion . . . one that will not be "out of date" in a few weeks! Every garment in the Downstairs Store is a BEST SELLING fashion that Indianapolis women want! They are all extremely well tailored—in the new "rough" fabrics—Senta crepes, Boucles and Chongalike weaves. In Black, Brown, Green or Wine.

Trimmed With These Furs

—Opposum
—Manchurian Wolf
—Sealine (Dyed Rabbit)
—Marmon
—French Beaver (Dyed Rabbit)
—Bleached Skunk
—Lapin (Dyed Rabbit)
—Caracul

SIZES: 13 to 17 for Juniors.
14 to 20 for Misses.
36 to 48 for Women.

—AYRES' Downstairs Store.



ABOVE—Coat with smart diagonal lines; black Conga-like fabric; bell sleeve; opossum collar.

LEFT—Brown Senta crepe extremely trimmed on shawl collar and cuffs with French Beaver (dyed rabbit).

CENTER—Black Senta crepe—end with Manchurian Wolf (doz.) collar and cuff trim; fur also is black.

12,000 Pairs of Gorgeous
REAL SILK HOSE
Full-Fashioned—Sheer Chiffon

*Selected
Substandards*

59c Pair

These are our REGULAR HIGHER PRICED "Real Silk" stockings—Priced at a tremendous saving for Anniversary! And remember, they are real QUALITY hose—substandards, but so nearly perfect that only a trained inspector can detect their flaws. Stock up now for fall and winter. Silk to the tops, picot edge. Sizes 8 1/2 to 10 1/2, in the NEW hosiery colors.

Children's School Hose, 17c

Full length stockings in fine or derby rib; made of fine combed cotton yarns; irregulars; sizes 6 to 9 1/2.

Boys' Golf Hose, 19c

Knicker socks in smart jacquard patterns and good colors. Close-fitting cuff top. Sizes 7 to 10 1/2.

—AYRES'—Downstairs Store.



Turkish Bath Towels

4 for 88c



A real "man-size" towel—24x48 inches—that comes in white with colored borders in blue, rose, gold, lavender or green.

American Girl Shoes

\$4.00



Now is the time to know the joy of perfect foot ease at an exceptional price! A fine comfort shoe with lots of style. Sizes 1 to 12; AAAA to EEE.

Leather Sole Slippers

59c



Dainty new bridge slippers with real leather soles and manufactured patent uppers; bow trimmed. Red, blue or black; sizes 4 to 8.

Children's Footwear

\$1.45



Boots, straps and oxfords—in calf, patent or elkskin. Genuine chrome leather stitch-down soles. Also in sizes 8 1/2 to 2, at \$1.75.

Boys' School Shirts

50c



Perfectly tailored, full-cut shirts in smart patterns and colorings for school. Guaranteed fast colors. Sizes 8 to 14 1/2.

Boys' Wool Knickers

\$1.00



Tans, grays and darker colors in fine all-wool fabrics; elastic bottoms and top, or with belt loops and elastic bottoms; sizes 6 to 17.

Men's Better Shirts

69c



Full-cut, well-tailored shirts for men. Made with pre-shrunk collar. In white, plain colors and fancy patterns. Sizes 14 to 17.

Men's Fine Pajamas

89c



Pajamas, full cut enough to really sleep in! Made of fast-color broadcloths; coat style or slippers. Sizes A, B, C, D.

Men's Fancy Socks

25c Pr.



Good looking rayon socks in a fine assortment of fancy patterns in fall and winter colors. Dependable quality. Substandards. Sizes 10 to 12.