

AYRES' DOWNSTAIRS STORE

We're Open Until 5:30 P. M. Tomorrow

... and to Celebrate, We Present a Group of Special Values!



New Fall Handbags

In Beautiful Simulated Leathers

50c

For Saturday only, these truly smart new handbags have been reduced to 50¢! Underarm and envelope styles... in imitation calf, morroco, sharkskin, or baby pelican grain. Black and brown.

—AYRES' Downstairs Store.

No Fall Outfit Is Complete Without One of These

"Foursome" Suits

For Sports, Travel, Business or School

\$8.95

For Women, Misses or Juniors



The "Foursome" is a new four-piece ensemble consisting of skirt, sweater coat, and hat made of beautiful tweeds—and is complete with knitted wool sweater blouse.

It is also a four-season outfit! Suitable for fall wear in town or country—for winter wherever you are—for spring when winds are raw and for cool summer days and evenings.

In beautiful brown, blue, red or green monochrome tweeds—and smart salt-and-pepper tweeds. Sizes 13 to 17—14 to 20—36 to 46.

—AYRES' Downstairs Store.

Girls' New Fall Wash Dresses

In a "Get Ready for School" Event

88c



Crisp, clean, NEW wash frocks—ready to be chosen for the first day of school! And tomorrow only, you can choose all you want of them at this very special one-day price! In guaranteed fast color prints—dainty fall styles—smartly trimmed. Sizes 7 to 14.

Girls' Sweaters, 88c

New Slips in all-wool or wool-and-rayon yarns. Light fall weight, long sleeve styles. Plain colors or fancy patterns. Sizes 7 to 14. Very special!

Girls' Skirts, 59c

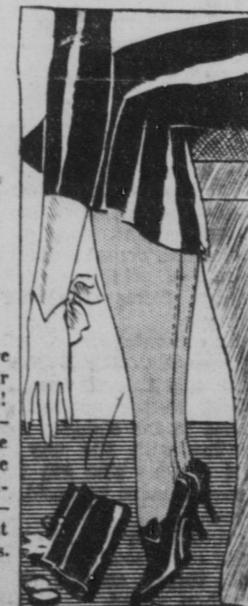
These are all-wool and part-wool skirts—greatly reduced! Tuckin styles or on bodice top. Sizes 7 to 14.

—AYRES' Downstairs Store.

Full-Fashioned Pure Silk Hose

Featured in Our Economy Hosiery Shop at

39c Pair



Hundreds of Indianapolis women are learning that it pays to buy all their hosiery in Ayres' Downstairs Store! They find their stockings last longer and cost less! For instance: These beautiful full fashioned hose are pure silk to the tops—in a durable service-chiffon weight that wears and wears—yet they are sheer enough for great beauty. Sizes 8½ to 10. Substandards.

—AYRES' Downstairs Store.



"Elegant Simplicity" ... Is the Keynote of These New

Dresses for Fall

... and Their Price Follows the Fashion for Practical Economy!

Sizes for Women, Misses and Juniors

\$5.95 (2 for \$11)

The period following the Victorian era, when Edward VII was prince of Wales, is directly responsible for the trim, feminine "hour-glass" fashions of fall, 1932! Gone are the frills and furbelows of last year—yet you'll look more feminine than ever—with rounded hips, slender waistline, and broadened shoulders.

The Fabrics:

- Crinkle Crepes
- Rough Cretons
- Crepe Satins
- Jericho Crepe
- Georgettes

The Colors:

- Black
- Deep Brown
- Red Brown
- Burgundy Reds
- Light Navy

Fashions:

- Big Sleeves
- Straight Skirts
- Higher Neck
- Lingerie Trims
- Fine Details

—AYRES' Downstairs Store.



Smart Fall Fashions Are Here in These New

Daytime Frocks

In Our Lower Price Dress Section

Extraordinary Values at

\$2.98

Just a few weeks ago we held a sale in our Lower-Price Dress Section that fairly swamped us! Here are more dresses of much finer quality—and in the smart, feminine styles for fall. Most of them are in TRAVEL CREPES—some of the most attractive travel print patterns we've seen. The balance are plain colored rayon flat crepes of good firm quality—black, burgundy, browns, etc. Dozens of styles for business wear, shopping, and home wear.

Sizes 14 to 20—36 to 52

—AYRES' Downstairs Store.



These Fur-Trimmed Winter Coats

Are High, In the waistline, and nipped in.

Wide Through the shoulders, and wide in their wrap.

and Handsome The coats' skirts are handsome because they are Straight and Slim!

\$18.00

HIGH in fashion (but low in price)! WIDE in their popularity! HANDSOME in every detail of design and finish! And every coat is "laden with furs" ... just as Vogue says it should be! Seems impossible that coats with so much fashion and quality should cost so little... but, just you see them and try them on tomorrow—you'll be convinced! In rich, crepey fabrics—black, browns, burgundy. Sizes for women and misses.

—AYRES' Downstairs Store.



Sale! Saturday Only!

New Fall Hats

Of Extraordinary Quality!

88c EACH

Dame Fashion's Little Hats—at a very tiny price! That's what you are offered in this worthwhile SALE tomorrow! There are tiny turbans, tiny brims, cuff brims, sailors with flat crowns and small brims, and smart cloches for sports. In felts, velvets, wool crepes and novelties. Black, brown, burgundy, blue and green.

Our Better Hats Reduced

For Saturday Only—**\$1.69**

New hats that have just arrived—yet tomorrow you effect a BIG SAVING on every one! Adorable hats... so cocky when pulled over your right eye... so smart because of their very fine QUALITY! Felts and fur felts.

—AYRES' Downstairs Store.

Sale!



Order by Phone or Mail!

"Marcella-Rey" Cloth-Top OXFORDS

With Genuine Hand-Turned LEATHER SOLES

If you didn't get here for the beginning of this sale today—come tomorrow SURE! Buy them because OXFORDS are FASHIONABLE, and because they REALLY FIT and are COMFORTABLE. Made with genuine hand-turned oak leather soles—in fashionable black—satin lined. Suitable for all daytime wear. Sizes 3 to 8.

\$1.00

—AYRES' Downstairs Store.

For Saturday Only!

Men's Athletic Shirts and Shorts

6 for \$1.00

You can't buy these fine shirts and shorts at this price except tomorrow, Saturday... and they are worth coming after! Shorts are full cut and guaranteed fast color; sizes 30 to 42. Shirts are fine-rib cotton knit; sizes 34 to 44. Substandards.

Another Fine Group, 4 for 88c

Even better quality shorts in finer fabrics; sizes 28 to 42—and extra good shirts, sizes 34 to 46.

—AYRES' Downstairs Store.