

to Ayres Downstairs Tomorrow for . . .

# Women's and Misses' New Fall Daytime Frocks

IT PAYS TO BUY QUALITY HOSIERY!

Wear "Irregulars"\* of  
**REAL SILK**

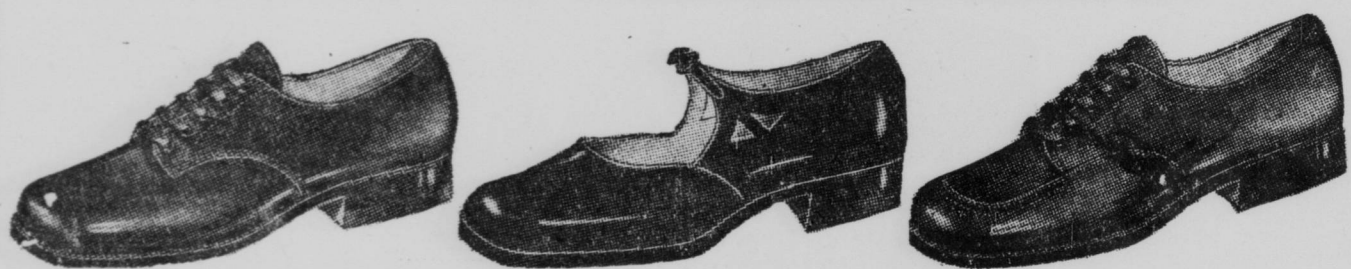
DeLuxe Hosiery

**60c** PAIR

\*For many years we have advertised Real Silk "substandards." However, due to an agreement in the Hosiery Makers' NRA code, we shall hereafter advertise them as "irregulars" . . . but you get the same almost perfect hose as always.

When you choose hosiery, "price" alone is not enough! If you are a wise shopper you'll also demand BEAUTY and DURABILITY! And that's just what you get when you choose Real Silk DeLuxe stockings. Although they are classified as "irregulars," they are so nearly perfect that only the trained eye of an inspector can detect any flaw—yet you can buy them for TWO-THIRDS LESS than first quality Real Silk hose! Sizes 8½ to 10½.

Sold Only in Ayres' Downstairs Store in Indianapolis!



**Mothers! Here's Important News!**

JUST 3 MORE DAYS TO BUY

## Children's "Tri-Tan" Shoes

At the Old, Low Price!

**\$1.95**

Remember: This Is the Shoe With Soles  
Guaranteed to Outwear the Uppers!

Check These Features:

- ☐ Takes 3 times as long to tan these soles!
- ☐ Made on combination, foot-moulding lasts!
- ☐ Genuine 3-sole construction!
- ☐ Ankle-hugging feature with non-binding instep!
- ☐ Waterproofed bottoms!
- ☐ No tacks, wires or staples!
- ☐ Guaranteed counters!
- ☐ Genuine leather quarter linings and trimmings!
- ☐ "Virginia" rubber heels, that WEAR!
- ☐ Oxfords, strap pumps, and sports oxfords!

—Downstairs at Ayres.

On next Monday, September 11, the price of "Tri-Tan" shoes goes up to \$2.29—so you have just three more days to outfit your children at the old, low price! And even at the new price, they will still be perhaps the finest children's shoe value obtainable at anywhere near the price. They have uppers of solid leather—uppers that wear and WEAR . . . yet the soles are guaranteed to OUTWEAR the uppers! Styles for children, boys, and girls. Sold exclusively in Ayres Downstairs Store in Indianapolis!

—Downstairs at Ayres.



## "Miss 7 to 14" Chooses "Patty Prim" Coats

Because They Look So "Grown Up"

—and Mothers  
Like Them  
Because They  
Cost Only—

**\$10.98**

There's an amazing variety of styles to choose from in these new "Patty Prim" coats for Winter 1933! They follow the fashion for wide shoulders—and are trimmed with real furs—Laskanlamb, jackal and beaverette (rabbit). Fabrics are novelty weaves and Tally-Ho cloth.

## "Cinderella" School Frocks, \$1.19

"Cinderella" has a knack for turning out the most attractive and unusual styles we know of . . . and in this new fall line, they have out-done themselves! They follow the adult fashion for wide shoulders—and they are made of beautiful prints and broadcloths. Sizes 6 to 14.

—Downstairs at Ayres.

## "Buster Brown" School Hose Are GUARANTEED to Wear!

Here's a stocking that defies children whose "toes have teeth!" It is two-thread lisle construction with extra heavy reinforcing at toe and heel. Extra long! In fine rib style. When three pairs of these stockings are worn alternately, the manufacturer GUARANTEES THEM TO WEAR FOR THREE MONTHS. If they fail, just return them to the maker and they will be promptly exchanged! Sizes 6 to 8½. Beige, camel, grain. First quality.

—Downstairs at Ayres.

**29c**  
PAIR



**\$3.95**

IN OUR LOWER-PRICE  
DRESS DEPARTMENT

Dresses for Street Wear—for Business  
—for Sports—for Afternoon—for School!

In spite of rapidly mounting prices and a scarcity of dresses in the open market, Ayres Downstairs Lower-Price Dress section manages to present a remarkable assortment of brand new fall garments. Smart in line! Fabrics that wear! Styles for every daytime occasion! Included are the new "wing" shoulders, jacket frocks, cape styles, color contrasts, and many dresses which show the popular 1890 influence! Sizes for misses, women and larger women.

- TRAVEL CREPES
- RABBIT WOOLS

- RAYON CREPES
- KNITTED WOOLS

—Downstairs at Ayres.

## American Girl SILHOU-WELT

"Light and Dainty  
As a Dancing  
Slipper"

## SHOES

"Sturdy and  
Comfortable as a  
Walking Shoe"

One of the Finest Values You  
Can Buy at This Low Price—

**\$4.95**



MORE than an arch support shoe! MORE than a "style" shoe! American Girl "Silhou-Welt" shoes combine the best qualities of both! You can choose from a brand new assortment of foot-flattering styles—oxfords, dressy ties, pumps, and straps. Women who have worn these shoes know that they represent the finest of quality—of both materials and workmanship.

- KID
- CALF
- SUEDE
- BLACK
- BROWN
- EEL GREY

Note These 7 Points of Superiority:

- 1—Combines the lightness and flexibility of an evening slipper with the comfort and wearing qualities of a walking shoe.
- 2—Daintiness of the SILHOU-WELT now provides the widest assortment of styles.
- 3—Built-in arch gives proper support to the foot with ample freedom of muscles.
- 4—Original construction provides greater flexibility and comfort.
- 5—All American Girl SILHOU-WELT Shoes are made on combination lasts with built-in steel shank.
- 6—No stitching on inner sole. No burning of feet.
- 7—American Girl SILHOU-WELT Shoes can be resoled without losing their shape.

—Downstairs at Ayres.

# AYRES ★ DOWNSTAIRS ★ STORE