

to Ayres Downstairs Tomorrow for . . .

Everything Your Family Needs—at Thrift Prices



Millinery Goes "High Hat"
... All Except the Price!

\$1.29

A brand new purchase of lovely fall hats has arrived—just in time for Friday shoppers! And are they "honeys!" You'll say so . . . when you see the fine quality felts they are made of . . . and the perfectly adorable styles! Most of them follow the fashion for high crowns—turbans and brim styles—with peaks, creased crowns, feather trims, etc. In black, browns and other wanted fall colors.

—Downstairs at Ayres.

IT PAYS TO BUY QUALITY HOSIERY!

You GET Quality When You Choose
Our Famous "Irregulars" ★ of

REAL SILK
DeLuxe Hosiery

★These are the same fine hose which we previously advertised as "substandard." The Hosiery Makers' NRA code provides this new designation.

60^c PAIR

Real Silk DeLuxe full fashioned stockings are exquisitely sheer and beautiful, cobwebby chiffon. And TEN EXCLUSIVE REAL SILK FEATURES protect that sheer beauty at every danger point! That's why it pays to buy QUALITY hosiery. You get more beauty, more durability, more VALUE! Real Silk "irregulars" are obtainable only in Ayres Downstairs Store in Indianapolis!

New Fall Footwear

In a Grand Assortment of
Foot Flattering Fashions



\$2.45

Footwear is truly the foundation of your entire costume, and should be chosen for its COLOR, its STYLE, its VALUE, and its FITTING QUALITIES! All four of these important points are stressed in this amazingly smart group of NEW fall shoes! There are over a dozen models to choose from in pumps, straps, oxfords and ties. Sizes 3 to 8—AA to C.

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

—Downstairs at Ayres.

These Lovely New
"CHARDISHEEN"

Costume Slips

Have "Pull Proof" Seams

\$1.09

"Chardisheen" is a very fine new-process rayon with a lovely French finish that looks like silk—heavy—durable—and guaranteed not to "pull" at the seams. Several styles to choose from—and every one is cut on the bias for perfect fit. Lace trimmed or tailored. Straight top or California V-top.

—Downstairs at Ayres.



Girls' Regulation GYM SUITS \$1.00

Gymnasium classes in your school will probably require a suit just like the one sketched. It is made according to regulations—in one-piece style, cut full and roomy, made to button on the shoulder. Fashioned of fine, heavy quality linene—in blue or green. Sizes 8 to 20.

Gym Shoes, \$1.00
—Downstairs at Ayres.

"Thriftie"
Wash Frocks
Made by
"Cinderella"

79^c

Send your girls back to school with a complete new group of fall wash dresses. You can well afford to buy several at this low price (they'll soon go higher). Made by the makers of "Cinderella" frocks—in new prints and broadcloths—long, short or puff sleeves. Fast colors. Sizes 7 to 14.



Girls' Wool Skirts \$1.25

Either tuck-in or bodice top styles to choose from. These are pleated or tailored skirts with button or stitching trim and pocket. Sizes 8 to 16.

Girls' Slipover Sweaters \$1.25

All-wool or wool-and-rayon—long or puff sleeves. Fancy weaves in light or dark colorings. Sizes 30 to 36.

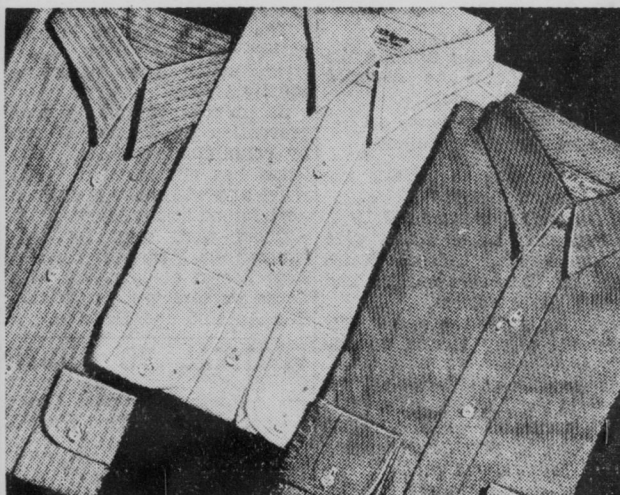
Girls' Rayon Undies 39^c

Choice of either bloomers or panties—made of beautiful quality rayon dimple cloth; sizes 2 to 16.

Girls' Nainsook Slips 59^c

Tailored or lace trimmed styles; French seams; some hem-stitched. Sizes 2 to 16.

—Downstairs at Ayres.



Boys' Shirts

—Made Like Dad's!

69^c

Big, comfortable, full-cut shirts—in plain colors and a good assortment of new fancy patterns. Made with pre-shrunk attached collar; good quality pearl buttons. Sizes 8 to 14.



Boys' School Knickers

\$1.29

Extra good quality is built into these sturdy, wear-resisting knickers. Made with knit-grip bottoms—cut full and comfortable. Others at \$1.98.

Wool Sweaters \$1.49

All-wool and part-wool slipovers in plain colors with fancy border trims. Sizes 28 to 36.

—Downstairs at Ayres.



Two Stairways From
Meridian Street Lead
Direct to Ayres' Down-
stairs Store's—
One-Stop Men's Shop

Now's the Time to Buy
Men's New Fall Suits
Topcoats—Overcoats

ALL
WOOL

\$10.95

Ayres
Quality

Men! Don't wait too long. Right now you can buy a good all-wool suit—and an all-wool overcoat . . . BOTH for the price you are probably planning to spend for ONE! Every garment is smartly tailored in new fall styles . . . they are made to REALLY FIT . . . and they measure up to Ayres standards of QUALITY! Single or double breasted suits—in cheviots, diagonals, herringbones, chalk stripes, etc. Topcoats in herringbones and tweeds. Overcoats in blue Whitney weaves, oxford or brown fleeces, etc.

COLLEGIATE
CORDUROY SLACKS

\$2.95

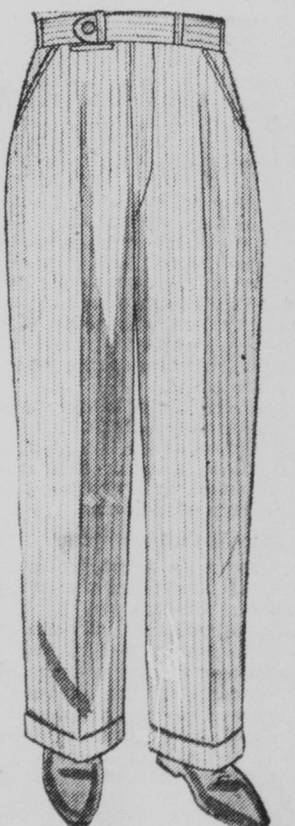
College men! Here are your slacks! They are extra hot looking—and are extra fine quality. Made with big, 22-inch bottoms, leather trimmed pockets, leather side adjustment straps, and extension waist band. In wanted colors.

Also Tweed and Cheviot Slacks at \$2.95

Suede Leather Jackets, \$5.95

Choice of either button front or zipper front. Made of selected quality suede (genuine). Elastic knitted bottom and collar. Two pockets.

—Downstairs at Ayres.



Men's Fast Color Shirts

Full
Cut

79^c

Good
Fitting

In spite of rising prices it is still possible for us to sell a GOOD shirt for very little money. Here's proof! Just come in tomorrow and see for yourself. Choice of plain white, plain colors or smart fancy patterns. Guaranteed fast colors. Cut full and comfortable.

Men's REAL SILK Socks
3 Pairs for \$1.00

These "irregulars" of Real Silk socks are the finest value you can buy—super service socks, in new fall patterns. Sizes 9½ to 13½.

—Downstairs at Ayres.



AYRES ★ DOWNSTAIRS ★ STORE