

to Ayres Downstairs Tomorrow for . . .

New Fall and Winter Apparel for the Whole Family

Dependable Ayres Quality . . . Smart Fashions . . . Lowest Possible Prices!



This Fall It's Smart
to Wear Comfortable

Skirts and Sweaters

For Sportswear, Business
and Classroom

Skirts \$3.00

Assemble your own sports costume from this exciting collection of all-wool flannel, crepe and plaid skirts, in brown, black or blue. Side buttons, front buttons, pleated styles. Slit and patch pockets. Sizes 26 to 32. Extra size skirts, \$3.98.

Slipovers . . . \$2.00

All-wool and Novelty wool slipovers. In the newest fall shades. High necklines . . . surprise styles. Solid colors and colors with contrasting trims. Sizes 34 to 40. A Few Twin Sweater Sets, \$2.00

New Cotton Blouses . \$1.25

Every new important fall style, jabots, bows, high neck lines, Peter Pan collars, puff sleeves, checks, dots and geometrics. Sizes 34 to 40.

—Downstairs at Ayres.



There's a Reason Why
We Sell So Many of
These Snappy

Girls' Winter COATS

\$7.98

Mothers! No need to look any longer for that warm winter coat for Joan. Here it is . . . a "Trucut" chinchilla coat warmly lined with suede cloth. "Laskin Lamb" collar, double breasted styles. Button and belt trimmed. Colors wine, green, blue and brown. Sizes 7 to 14.

Wash Frocks, \$1.19

Good to look at! Washable and wearable! Novelty prints, stripes, plaids and checks. Pleated, waistline styles. Puff sleeves, broad shoulders and Boleros. All vat dye. Sizes 7 to 14.

—Downstairs at Ayres.

Boys' Fast-Color Shirts

Shirts for school, for play, for dress up parties. Every one good looking and made from the best of materials. White, plain and fancy colors. Neat patterns. Sizes 8 to 14.

69c

Boys' Sweaters

\$1.49

Slipover styles in plain colors. A color and style to suit any boy in Indianapolis. Warm, well made from good yarns and will give lots of service. Sizes 28 to 36.

Corduroy Knickers

\$1.98

Boys' fancy Corduroy knickers with knit grip bottoms. Two side pockets. Made to take lots of punishment, because extra precaution is taken at the points of wear. Sizes 6 to 16.

—Downstairs at Ayres.

Children's Tri-Tan Shoes

With Soles Guaranteed to
Outwear the Uppers



\$2.29

Shoes for rough and tumble play-days, shoes that'll wear like a coat of armor. Shoes that children will be proud to wear any place any time. In calfskin, elk-skin or patent leather. Sizes 8½ to 3. Last A to D.

Boys' High-Top
Boots, \$3.95
—Downstairs at Ayres.

IN OUR . . .

"JUNIOR MISS" SHOP



We Call This
Dress the
"Red Bird"

\$8.95

Because it carries you off to success after success and sings you a song of subtle flattery and sophistication. The silhouette lends an elegant appearance that you MUST have this fall.

"Ring In"
on
This Fashion

\$6.95

Put a ring around this black dress to take you everywhere you want to go this fall. Metal rings at the Neckline and Rings at the Beltline score many points in the fashion game. In wool crepe with satin trim.

Traffic Light Green
"Goes" to All
The Big Games

\$8.95

Co-eds can go places and do things fashionably in this green wool dress with a big BOW catcher on the belt. The High Neckline is achieved with a fascinating sailor collar and an Ascot Tie.



High, Wide and
Handsome

\$24.75

Here's a coat collar that you can do things with. We actually counted four different ways you could wear it. All brown, even the collar. Collar high, shoulders wide, fur handsome. Beaverette (rabbit).

Shoulder Your
Way to Chic

\$21.75

All the interesting things happen at the shoulders of this smart and young all black coat. Two toned fur piled high on the scarf collar tells you you're smart.

A Good Old
Campus Habit

\$19.75

It's a habit on the Campus to wear a warm mannish tailored sports coat. Here's one with Raglan shoulders, Cosack collar and plaid lining. Just the thing for "rumble seating."

See Page 29 for News From the
ONE-STOP MEN'S SHOP

You Get "Protected Beauty"

When You Buy "Irregulars" of

REAL SILK DeLuxe Hosiery

Perhaps the Finest Value
You Can Buy at

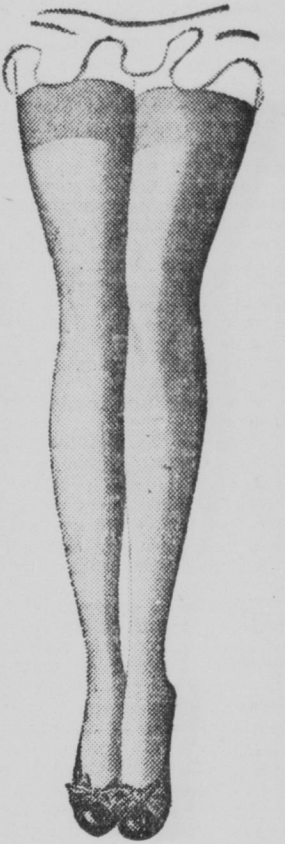
60c Pair

Real Silk DeLuxe hosiery offers EVERYTHING that a fine quality stocking should have! You get exquisite, sheer BEAUTY . . . and you get EXTRAORDINARY SERVICE . . . because every danger point is fully and positively protected by an exclusive Real Silk "beauty guard!" Wear them with confidence! Ayres Downstairs Store GUARANTEES them!

These Are the 10 Guards:

1. 100% Fresh Silk!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple-Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Grenine-Sealed Silk Yarns!
9. Two-Way Run-Stop!
10. Positive Heel-Guard!

—Downstairs at Ayres



BRIMS

Are the Newest
Fashion Note in
Autumn
Millinery

\$1.98

Low in front, high in back swings the hat line for brims. This is the silhouette the newer hats like to follow . . . and that means they're youthful looking and very flattering to you. This new collection of BRIMS offers a choice of many styles, every one as new as Paris itself . . . every color an autumn fancy and a headsieze for every woman.

Felts

Crepes

—Downstairs at Ayres.



"Corliss" Footwear

Offers a Dozen
Foot-Flattering
Fashions

\$3.29

Fashionable feet are wearing Corliss shoes everywhere they go, because Corliss gives you the newest fashions, the newest colors and the best quality leathers at a thrifty price. Not only are they good looking but they are comfortable as well . . . the workmen pay extra attention to the finer details of construction. Sizes 3 to 8. Last AA to C.

- Calf
- Kid
- Suede
- T-Straps
- Pumps
- Oxfords
- Ties
- Straps

—Downstairs at Ayres.



AYRES ★ DOWNSTAIRS ★ STORE