

# The "BUY WAY" OF INDIANAPOLIS\* AYRES DOWNSTAIRS STORE



## The Big Parade... Back to School... Begins Tomorrow in Ayres Downstairs Store

### Back to College in Cloth Coats

With Gorgeous Furs  
and Sophisticated Lines

**SALE PRICED!**

Sketched  
(B)  
Above **\$28**

We're ready with beautiful "high fashions" to keep Miss Coed warm, and oh, so smart! And at a price dad can afford! There are wool crepes, bark crepes and new nubby weaves—in black, brown or green. A great variety of cleverly applied furs: Fox paw, skunk, caracul, marmot, French beaver (rabbit), Chinese badger, fitch, Manchurian wolf (dog), etc. Sizes 13 to 17.

### Fashion's New Suits

Sketched  
(A)  
Above **\$16.50**

The smart college girl will practically live in suits this fall and winter! Suits with seven-eighths length coat—lavishly trimmed with fur—and suitable to wear with your silk dresses. Smartly tailored in lovely tweeds. Furs are Foxine and French Beaver (rabbit). Sizes 13 to 17.

—DOWNSTAIRS AT AYRES.

CHILDREN going back to school need not be a source of worry and care and great expense! Mothers! Do all your shopping in this big, complete store-on-one-floor! You'll keep comfortable and cool! You'll be able to buy EVERYTHING your children need (from kindergarten to college). You'll get new, style-right apparel of Ayres QUALITY... at the very LOWEST POSSIBLE PRICES! Begin shopping tomorrow! Doors open at 9 A. M.

### We're Ready for the Back-to-School Movement With Girls' "Patty Prim" Coats

#### New Fall "Cinderella" Cotton Frocks

Our new fall "Cinderella" frocks are here—and they are more beautiful than ever. Their QUALITY needs no introduction! In a great assortment of new styles and colors. Sizes 8½ to 16½.

Other "Cinderella" Frocks, \$1.19 and \$2

Wash Frocks, \$1

Dainty new prints in gay patterns and colors; sizes 7 to 14.

Girls' Gym Suits, 88c

Regulation high school style in blue; well made.

Girls' Sweaters, \$1

All-wool slipovers in plain colors or novelties; Crew, V or collar necks.

Suedine Jackets, \$1.59

Cossack style, in deer tan, green, blue, wine, 7 to 14.

at ... **\$8.95**

"Patty Prim" coats are made specifically for Ayres Downstairs Store—according to our demand for extraordinary QUALITY and FASHION! At this price there are smart little all-wool chinchillas in tailored styles—and beautiful novelty weaves, with and without fur trimming. Sizes 7 to 14.

... and at **\$10.95**

Our finer "Patty Prim" coats in genuine German chinchilla with Laskin lamb collars. Also ripple suede cloth coats with Laskin lamb or nutria trims. Newest collar and sleeve treatments; green, wine, brown, rust. Sizes 7 to 16.

—DOWNSTAIRS AT AYRES.

### "Buster Brown" School Hose 3 Pairs 50c

Durable cotton, full-length stockings in Derby or fine rib style; extra long and fully reinforced. Sizes 6 to 9½. In good school colors.

Boys' Knicker Socks, 25c Pr.  
—DOWNSTAIRS AT AYRES.

### Children's School Shoes \$1.79—\$2.29

Two very fine groups of back-to-school shoes that will meet the needs of YOUR children! Made of good, sturdy leathers—smartly styled. Sizes 8½ to 3.

Boys' Goodyear Welt Shoes, \$2.95  
—DOWNSTAIRS AT AYRES.

### Our Very Finest "Buy" in Boys' Shirts

Made According to Government  
Standard Specifications

Sizes 6 to 14½ **79c Ea.**

Our "Latham" boys' shirts were "committee-bought"—assuring the very finest value we can buy to sell at this price! They embody U. S. Government standards of size, fit, quality of fabric, and color-fastness. In white, plain colors and smart fancy patterns. Collar attached.

Boys' "Model"

Blouses, 79c

Sport collar, long sleeves; plain colors or fancies; sizes 4 to 10.

Shirts and Shorts, 4 for \$1

Full cut, fast color shorts, 24 to 30. Fine knit shirts, 24 to 34.

Wash Suits, \$1.19

Fine all-broadcloth suits, or cassimere short and wash blouse. Sizes 4 to 10.

Boys' Knit Grip

Knickers, \$1.19

Fully lined part-wool knickers in browns, tans, grays and tweeds. Sizes 6 to 15.

Collegiate Slacks, \$1.98

Either corduroy or part-wool slacks; side tabs, wide bottoms; wanted colors. Sizes 8 to 20.

Boys' Corduroy

Knickers, \$1.98

Full lined, fast color corduroy; gray or tan; 6 to 15.

Boys' Slipover

Sweaters, \$1.19

Part-wool sweaters in gray, cocoa, royal, etc. Long sleeves; 28 to 36.

Boys' All-Wool

Sweaters, \$1.69

Long-sleeve slipovers of fine quality. Wanted colors. Sizes 28 to 36.

Suedine Zipper

Jackets, \$1.98

Heavy, warm Cossack style jackets with zipper front closing. Sizes 8 to 18.

Boys' Caps, 69c

Well-tailored caps in tweeds and cassimeres; browns, gray, tan.

Boys' Fancy Golf

Socks, 5 Pcs., \$1

Boys' ¾-length socks with elastic tops; neat patterns. Sizes 7½ to 10½.

Boys' Two-Knicker

SUITS, \$7.98

Sturdy all-wool suits in browns and grays; with two pairs of knit grip knickers. Sizes 6 to 15.

—DOWNSTAIRS AT AYRES.

Brighten Your Home With New

## Axminster Rugs

For Very, Very  
Little Money!

**\$19.95**

- Full Room Size (9x12)
- Made Without a Seam!
- All-Wool Heavy Pile!
- Lovely Homespun Designs!
- Beautiful Fast Colors!
- Strictly First Quality!

9x12 Size  
All-Hair  
Rug Pad, \$3.95

—Downstairs at Ayres.

### We Are First to Present... Toddler Frocks With a "Spare" Pair of Panties



**\$1.25**

For Dress  
and TWO  
Panties!

Mothers! Here's a brand new idea that you'll appreciate! We are just introducing "Nannette" frocks for tiny toddlers—offered in a sweet assortment of styles—and each dress comes with TWO pairs of matching panties. In pastel broadcloths and dainty prints. Sizes 1 to 3.

—Downstairs at Ayres.

Very Special Combination Offer!

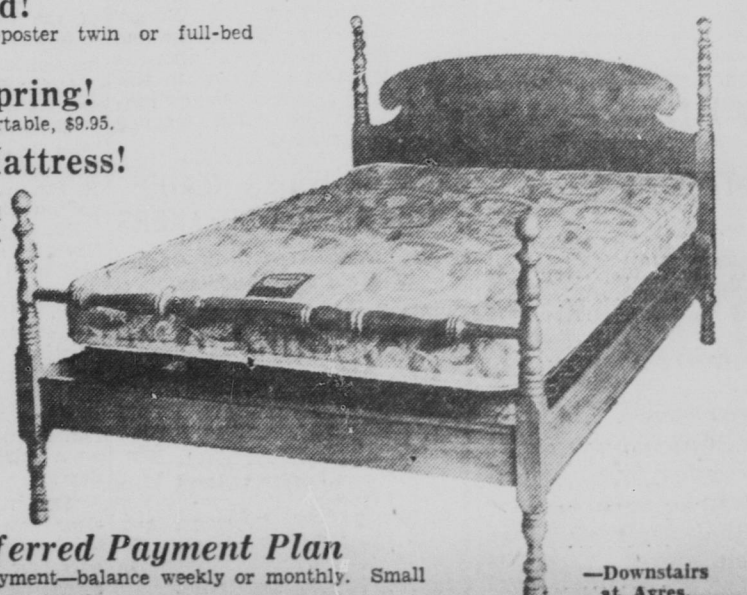
## This Fine Bed Outfit

- Solid Maple Bed!  
Pegged style or four-poster twin or full-bed size, \$14.95.
- Double-Deck Spring!  
Sturdy! And SO comfortable, \$9.95.
- Inner-Spring Mattress!  
Full 312-coil spring mattress with beautiful damask covering, \$19.95.

Complete  
for Only—  
**\$39.50**

Use Our Deferred Payment Plan

Just make a small down payment—balance weekly or monthly. Small carrying charge.



—Downstairs at Ayres.