

The "BUY WAY" OF INDIANAPOLIS* AYRES DOWNSTAIRS STORE

It's So-o-o Restful to Eat Luncheon in
Our Cool Downstairs Lunchroom!

AIR-COOLED

Shop for Everything You Need in This
Big, Cool Store—On One Floor!

Back to College With Fashions that Sparkle

Dresses for Every Campus
Activity—of Enduring Quality!



\$10

Ayres Downstairs Junior-Miss Shop is ready with a very select showing of Back-to-College frocks—chosen with great care... with an eye for exclusive fashion... and QUALITY that will make each dress last an entire semester! Gay sports types for general classroom wear! Dressy classroom frocks! Styles for afternoon and evening wear! In sizes 13 to 17.

- Gold-Shot Woolens!
- Gay Novelty Wools!
- Satin-Back Crepes!
- Plaid-and-Plain Wools!
- Interesting New Cantons!

Dresses Pictured Are
Sketched from Stock!

—Downstairs at Ayres.



It's Important to Choose
Hats to "Go with"

Each and Every Costume!

We've a Grand
Assortment **\$1.98**
at Only—

It's quite necessary for the Lady of Fashion to choose hats to match the type of costume she is wearing! And as usual Ayres Downstairs Millinery section is ready with COMPLETE assortments for sports—for afternoon—for shopping—for evening! Felts, wool crepes, transparent velvets. Bretons—sports and dressy berets—wide, narrow or medium brims—coolie brims—tricorne, etc. In 21 to 23-inch headsizes.

New Fall "Softies"
69c and \$1.00

Chic little beret and brim styles—in black, brown, navy, rust, wine, red, green. —Downstairs at Ayres.

Back-to-School Sale! Boys' Fine Shoes

Just 150 Pairs from the Stocks of
a Famous Maker Who Retired from Business

Worth Much
More Than
This Low Price—**\$2.95**

Mothers, here's a wonderful opportunity to be kind to the family clothing budget! If you have a rough-and-tumble son going back to school, outfit him tomorrow with sturdy, wear-resisting shoes. They are qualities that you'd usually pay a great deal more for... from a maker who turned out nothing to sell at such a low price. Black or brown oxfords—in full grain elk or calfskin—many with genuine sharkskin tips—solid leather soles.

You Are Lucky If Your Boy's Size Is Here!

SIZE	11	11½	12	12½	13	13½	14	14½	15	15½	16
C											
D	1	1	2	1	4	4	4	7	6	9	9



"Buster Brown" Hose

Made to Resist School Wear

Generations and generations of children gotten more-than-satisfactory wear from "Buster Brown" stockings! And Ayres Downstairs Store is ready to outfit the present generation in this fine hose! Full length—made of durable cotton yarns—in Derby or fine rib weaves—fully reinforced. In a good assortment of school shades. Sizes 6 to 9½.

19c

3 Prs. 50c

Stockings for Beginners

25c

Smart ¾ length stockings in pretty Jacquard patterns; wanted color combinations. Sizes 6 to 8½.

Misses' Knee Length-ers

3 Pairs, \$1.00

Plain colored stockings with pretty striped cuffs—in the length desired by school girls. Sizes 8 to 10.

Boys' Jacquard Knicker Socks, 25c Pr.

—Downstairs at Ayres.

College Men! Go Back to the Campus
with a Generous Supply of Our

"Saxonia" Shirts

In White or Plain Colors

\$1.19 Each

Perhaps it has happened to you... to have your shirts come back from the laundry in shreds... or shrunk too small for your manly shoulders... right in the middle of the semester! The solution to that problem lies in our "Committee-bought" Saxonia shirts—made to give extraordinary wear—cut big and full—with pleated back—full pleated sleeves—long tails. In sizes 14 to 17.

Men's Shirts and Shorts, 25c Each

—Downstairs at Ayres.



Our "Patty Prim" Coats for Girls

Are Smarter... Better Values
Than Ever—In 2 Fine Groups

\$8.95 **\$10.95**

"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.

Our finer "Patty Prim" coats are offered in genuine Germania 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. Wonderful values! Sizes 7 to 16.

You Get Real Ayres' Quality in

Cinderella Wash Frocks

The quality of "Cinderella" wash dresses for children and girls, needs no introduction in Indianapolis! Hundreds of children wear no other kind! Always smart in style, our new fall line is even more charming. Sizes 2 to 6 and 7 to 14.

\$1.59

Other Cinderella Frocks, \$1.19 and \$2

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.
—Downstairs at Ayres.

It's Economical to Buy Our Sturdy

"He-Man" Togs for Boys

—Everything for "Back-to-School"—at Low Prices!

Latham Boys' Shirts

Our "Latham" shirts for boys are made according to U. S. Government standards of size, fit, quality of fabric, and color-fastness. In white, plain colors and nifty fancies; collar-attached style. Sizes 6 to 14½.

79c
EACH

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.

Boys' Corduroy Knickers, \$1.98

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

Collegiate Slacks

At this bargain price you can choose either corduroy, or part-wool slacks! Made big and full, with wide bottoms, wide waistband, and side tabs. In wanted colors. Sizes from 8 up to 20. Buy several pairs!

\$1.98
PAIR

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' 2-Knicker Suits

Just imagine a price like this for all-wool suits with TWO pairs of knit grip knickers! Sturdy and good fitting; smart styles. Sizes 6 to 15. —Downstairs at Ayres.



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