

The "BUY WAY" OF INDIANAPOLIS*

AYRES DOWNSTAIRS STORE

(REGISTERED)



You Can Wear
Fashion's New
Woolens

For Nearly Any Occasion
Except Formal Wear!

At This Low Price We
Have a Good Selection!

\$7.95

We went to the New York market a-wool-gathering and brought back hundreds of brand new styles in Wool frocks. Styles for sports, that can be worn to all the important games. Styles for long afternoons on the open road. Styles for shopping or for the office. Dressy styles for class or campus, or for afternoon bridge at the club. In every bright, gay color, and conservative dark colors. Sizes from 14 to 20 and 13 to 19.

—Downstairs at Ayres.

New Winter
**CLOTH
COATS**

Are Trimmed With
Gorgeous Cascades
of Lovely Fur

\$28

P. S. See Them! You'll
Wonder How We Can
Sell Them for So Little!

Are you looking for a new fur-trimmed coat that don't cost a king's ransom? Then be sure and see these elegant new fur-trimmed coat fashions. A coat you'll be proud of... a coat your friends will admire... a coat you'll be glad you bought. For every coat is styled after the most expensive coats in the fashion world today. The new silhouette, the new fabrics and the various manipulations of the fur treatment set them apart from just ordinary coats. Sizes for women and misses.

"Rain-r-Shine" *

Sports Coats, **\$19.75**

Only in Ayres Downstairs Store can you find the "Rain-r-Shine" sports coats... for fall, spring, winter wear. In beautiful twisted boucle tweeds, nubby tweeds and Napper-down tweeds.

* Registered

—Downstairs at Ayres.

Now You Can Buy Either
Sheer Chiffon or Service Weight

**REAL SILK
DeLuxe Hose**

For Only **69c** Irregulars
Pair

Our customers have cast an overwhelming vote for these Real Silk DeLuxe Hose... so they must be good. And they are good! They're clear and sheer and beautiful. And they're protected by those 10 valiant guardsmen to give longer-than-ordinary mileage. In all the popular fall shades.

—Downstairs at Ayres.

SALE!

Much Higher Priced

**SILK
SLIPS**

With Shadow Panel

\$1.19

You don't have to spend a fortune to buy yourself some new silk slips. Tomorrow we've taken a group of very high priced slips and marked them to a low level for this sale. These have a California V or straight lace top and hem. They're bias cut and have a panel front. Sizes 34 to 42. White and tearose color.

—Downstairs at Ayres.



A "Buy-NOW" Sale!
(Just in Time for "Coolish" Weather)

Balbriggan Pajamas

Gay, Colorful Ones—for
Ayres' Quality—for only

\$1.09 PAIR

These cool fall nights call for warm balbriggan pajamas. And they're good looking, too. Full-cut trousers, plain band at waist with a side fastening or plain front with elastic back. The blouses have a V-neck, set-in sleeves. In lovely color combinations. Sizes 15, 16 and 17.



SALE! Rayon Undies

• Gowns
• Chemise
• Steppins

39c

• Panties
• Bloomers
• Vests

Various styles in good quality, plain rayon undies. All are well tailored at the hems or applique trimmed. Small, medium and large sizes. Gowns have V-neck, lace edge finish. Sizes 16 and 17.

Buy "Cuddles" Now!

Panties
or Vests **29c Each**

Made of durable cotton and rayon. The vests have built-up shoulders, the panties have flat elastic band with tight knee and set-in gussets. In flesh color only. Sizes small, medium and large.

—Downstairs at Ayres.



A Knock-Out SALE of

Men's Shoes

From the **BANKRUPT** Stocks
of the Marion Shoe Co.

\$2.89 \$3.89

Several months ago we were fortunate enough to secure just 800 pairs of very high quality shoes from the **BANKRUPT STOCKS** of the Marion Shoe Co.—formerly nationally known makers of better footwear! Today we offer these fine shoes at a mere fraction of their intended selling prices. Sizes 5 to 12—AA to E in the group.

There are blacks and browns—brogues, oxfords, high shoes and arch-support types—narrow, medium or square toes—wing tips, straight tips and plain toes—leather or rubber heels. In calf, kid and grain leathers.



**Men's
Fall Hats
\$2.45**

Our new hat shop opens with a fine value in quality felt hats—in styles for men and young men. Newest fall colors.

—Downstairs at Ayres.

"Barbara Perry" School Frocks
—Won't Shrink or Fade...
Because They're **SANFORIZED**



* Named After
Barbara Perry,
Youthful Film
Star. Dresses
Tailored by
"Cinderella"

\$2.00

Exclusive With
Ayres' Downstairs
Store in
Indianapolis!

Ring up another triumph for Ayres Downstairs Store. We're featuring, and only in Ayres Downstairs Store in Indianapolis, "Barbara Perry" School Frocks that won't shrink or fade. They fit as well after washing as before, because they're completely shrunk when you buy them. "Smart-as-anything" styles, tailored for the bright young school gal. Choose from checks... dots... plaids... florals... bright colors... blues... greens... browns... reds. Guaranteed as advertised in Good Housekeeping.

Sizes from 7 to 12 and 10 to 16!

—Downstairs at Ayres.