

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

(REGISTERED)

... Where Correct Fashions Are Less Expensive!

Saturday Is the Last Day!

## SALE! Glorious New Fall Dress Fashions

- Styles for Women, Misses, Juniors!
- Styles for Every Hour of the Day!
- Quality You Can Take Anywhere!

AND PRICED AT

**\$6.98**

FABRICS:

Failles  
Crepes  
Cantons  
Transparent Velvets  
Wools  
Cut Velvet Trims

COLORS:

Green  
Navy  
Black  
Brown  
Beige  
Combinations  
Plaids  
Checks  
Tans  
Blues

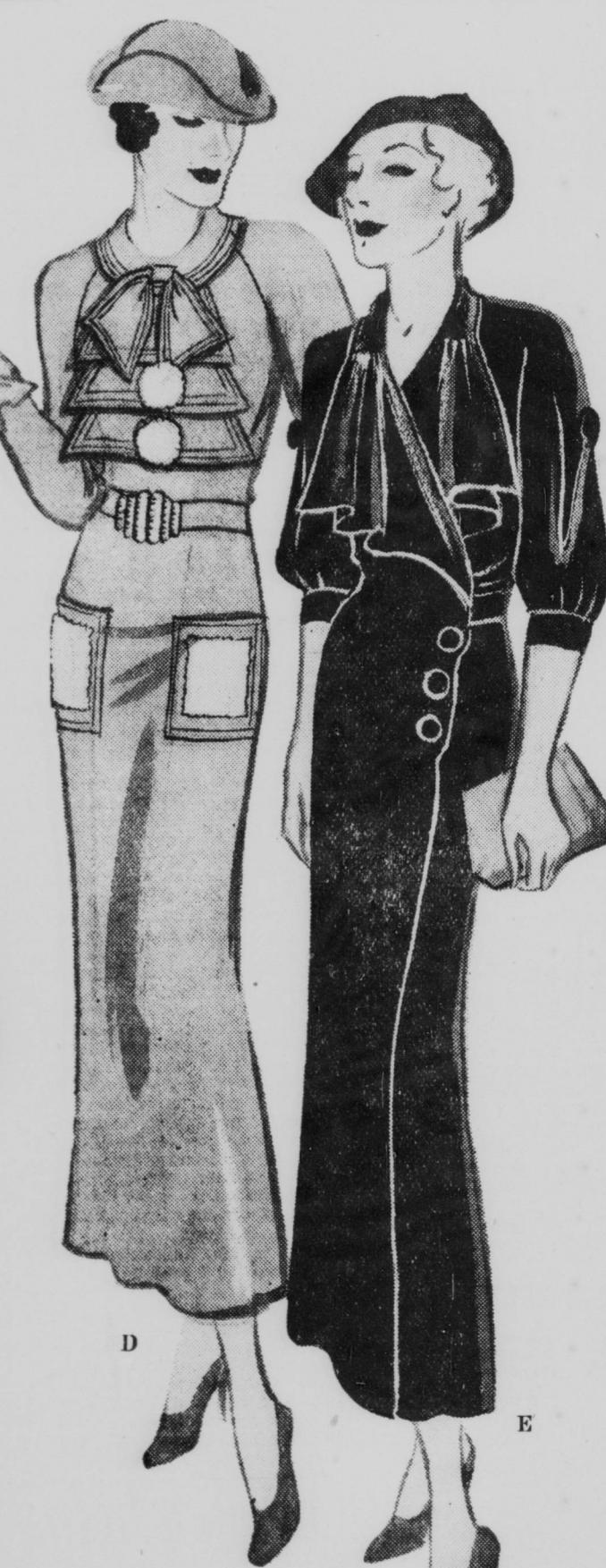
STYLES:

Daytime Frock  
Jacket Frock  
Business Frock  
Campus or Classroom Frock  
Afternoon Frock  
Street Frock  
Sports Types



You can link yourself to the fall season by choosing one of these newest styles at an amazing low price. They're designed to flatter women, and to give them the latest fashions with smartness, fineness and wearability. They're eye catchers and will be the envy of all your friends. They're labeled fall 1934 by the simple, graceful lines and the colors and fabrics. Sizes for women, misses and juniors.

—Downstairs at Ayres.



A. A jacket dress with velveteen top and a wool skirt. It's going to be seen every place you go this fall. \$6.98

★ ★ ★

B. There's a gleam of silver metal in this sophisticated black crepe with satin trim. Note belt and collar trim. \$6.98

★ ★ ★

C. You're on the Wool Standard all season long. Choose this bright plaid with dainty white pique trim and brown belt. \$6.98

★ ★ ★

D. Rust will be a perfect color for fall wear. This dress is unusual because of the white trim on the pockets and collar. \$6.98

★ ★ ★

E. A black afternoon dress of faille with cut velvet trim is an eternal favorite with women who know their fashions. \$6.98

★ ★ ★



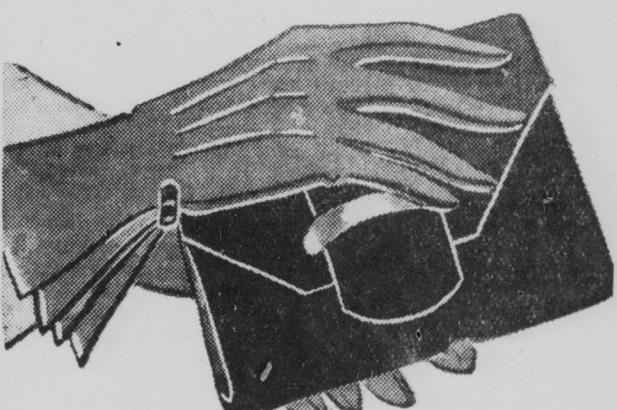
It's been many a year since Fall Hats were as stimulating and interesting as these. We feel that these hat fashions were designed for definite personalities this fall and for each definite costume that you wear. For your suits, your mannish looking tailored coats, your sportswear Ayres Downstairs Store sponsors one of these fashions in black, brown, navy, green, wine, red and gray.

**\$1.98**

All Headsizes  
2 1/2 to 23



DRESS ACCESSORIES ARE THE "CREAM" OF YOUR ENSEMBLE



## Fall Handbags

The "Cream of the Fashion Crop" at a Price You'd Never Expect!

**\$1.00**

Smart, slick and suave handbag fashions that meet the approval of every feminine eye. Handsome pouch or umbrella styles with all the new fittings including a coin purse and mirror. Made of simulated leather or long wearing fabrics. Colors in black, navy, brown.

Fabric Gloves Are "High Fashions" for Fall!

**\$1.00**

A good looking pair of gloves does wonders to the appearance of your costume. These are remarkable values in fashion and quality. Novelty and plain pull-on styles in black or brown colors. Sizes 6 to 8.

Lambskin or Kid Gloves **\$2.29**  
Genuine lambskin or real kid gloves in novelty or plain and fancy pull-on styles. Discontinued styles from a famous maker gives them to you at a bargain price. Black, brown, navy, beige and white.

—Downstairs at Ayres.

## This KABO Brasselette

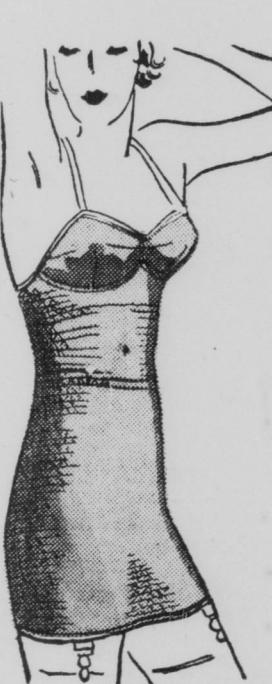
... Was Designed to Make Low Priced Frock Look Like a "Million" on Youthful Figures . . . .

**\$3.50**

Fit your new dress over a Kabo Brasselette and see how much difference it makes in your appearance. It moulds the hips to a sculptured slenderness and holds in your diaphragm. In small, medium and large sizes. Made of 2-way stretch lastex.

Kabo Girdles, \$2.50

—Downstairs at Ayres.



We're Enthusiastic About the Quality! The Fit! And the Style . . . In Our "Corliss" Footwear

Here's a few well selected tips about our "Corliss" footwear fashions, for fall 1934. They're our own brand, made according to our specifications for style and quality. They come in a grand selection of styles including suede and suede combinations, kids and patent leathers, crushed leathers in pumps, oxfords and straps. Also arch support shoes. Sizes 3 to 9, widths AAA to C.

**\$3.95** Pair

Downstairs at Ayres.

