

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:

Faillies
Crepes
Cantons
Transparent
Velvets
Wools
Cut Velvet
Trims

COLORS:

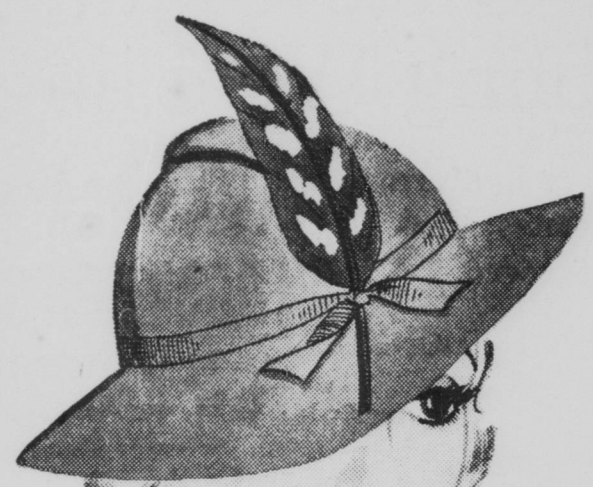
Green
Navy
Black
Brown
Beige
Combinations
Plaids
Checks
Tans
Blues

STYLES:

Daytime
Frocks
Jacket Frocks
Business Frocks
Campus or
Classroom Frocks
Afternoon Frocks
Street Frocks
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.



Here Are the Hats

For Every Woman Who Wants to Be a "Tailored Lady" in the Fall!

- Tailored Tricorns
- Tailored Berets
- Tailored Brims
- Tailored Bretons

\$1.98

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.

—Downstairs at Ayres.

All Headsizes
21½ to 23



Our Irregulars of REAL SILK DeLuxe Hose

... Are Protected at Every Danger Point By REAL SILK'S TEN Valiant Guardsmen!

Only **69c** PAIR

Now you can buy either Sheer Chiffon or Service Weight De Luxe Hose. The Hose that are made by the Real Silk Mills. The Hose that gives you so much wear and at the same time clear and sheer beauty. In all the latest colors for fall wear. In sizes from 8½ to 10½.

1. Fresh Elastic 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. Genuine-Sealed Silk Yarn!
9. Two-Way Run Stop!
10. Double-Thick Gienine Silk Heel!

—Downstairs at Ayres.

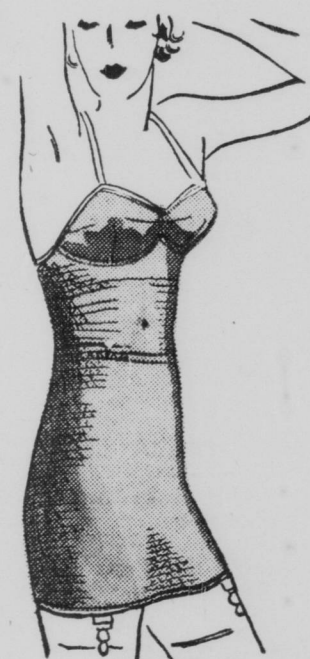
This KABO Brasselette

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

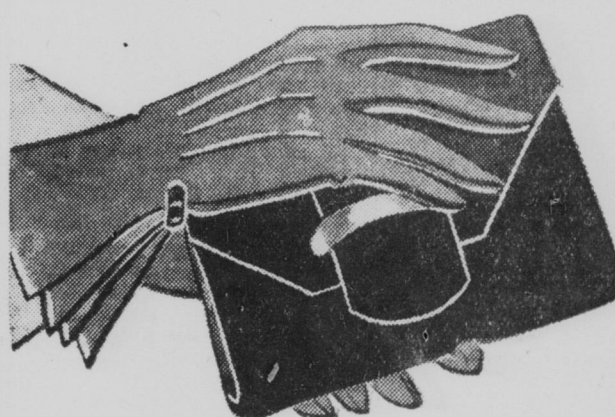
\$3.50

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.



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 under-arm 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.

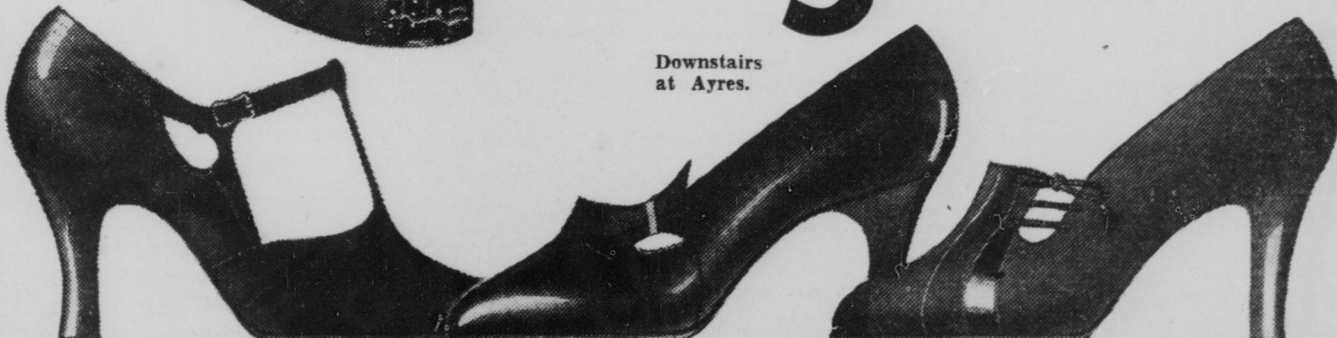


We're Enthusiastic About the Quality! The Fit! And the Style . . . In Our "Corliss" Footwear

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.



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