

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

★(REGISTERED)



Many of Fashion's Newest
Fall Dresses

are on the "Gold Standard"

—Priced at **\$7.95**
a mere—

The new fall dresses answer the call of autumn in rich gleaming sparkling metal trims. Whatever your metal, gold or silver, you're "in the money" when you wear it. Gold studded belts, gold colored dots, gold colored buttons galore, and gold stripes. Silver dots and dashes, silver stripes and silver buttons. Sizes from 14 to 50 in the entire group.

STYLES: MATERIALS: COLORS:
Daytime Crepes Black
Business Sheers Blue
Afternoon Clifton Tops Brown
Bridge Failles Green
Sunday Nite Cantons Rust

—Downstairs at Ayres.



**Thursday Is
BABY DAY**

In Our Complete
New Children's Section

... Don't get rattled . . . we've everything from Baby Bunting to safety pins in this complete infants' section . . . and at savings to fulfill every crying need.

VANTA BABY SHIRTS in winter weight. Single and double breasted styles. Sizes 1 to 3 **39c**

VANTA TEETHING BANDS with reinforced tabs. Infants to size 3 **29c**

INFANTS' HOSE of rayon, wool and cotton. Perfect quality. American baby brand **19c**

INFANTS' SACQUE of hand crochet construction. Pink and blue trim **59c**

INFANTS' DRESSES with hand embroidery. White with touches of pink and blue **29c**

4-PC. ANGORA SETS, sweater, leggings, cap and mittens. Pastel colors **\$2.98**

CHILDREN'S SWEATERS of all-wool, slipover and coat style. Sizes 2 to 6 **88c**

INFANTS' BLANKET CLOTH bunting, applique and satin ribbon trims **\$1**

WOOL UNION SUITS of 10% wool. Boy and girl styles. Sizes 2 to 8 years **\$1.00**

STOCKINETTE LAP PAD of waterproof construction. Sizes 18x18 **27c**

LARGE SIZE CRIB sheets of finest quality. Each **39c**

STOCKINETTE SHEETS, Bassinet style. Waterproof. Sizes 18x27 **35c**

CRIB BLANKETS, size 26x50. Satin bound in pink or blue **88c**

—Downstairs at Ayres.

Thursday—Friday—Saturday! A Big
Three-Day SALE!

Our Entire Stock of Beautiful, Fashion-Right

"Corliss" Footwear

Choice of Either "Arch"
Types—Or Dress Shoes

BARGAIN PRICED!

**\$3.29
PAIR**

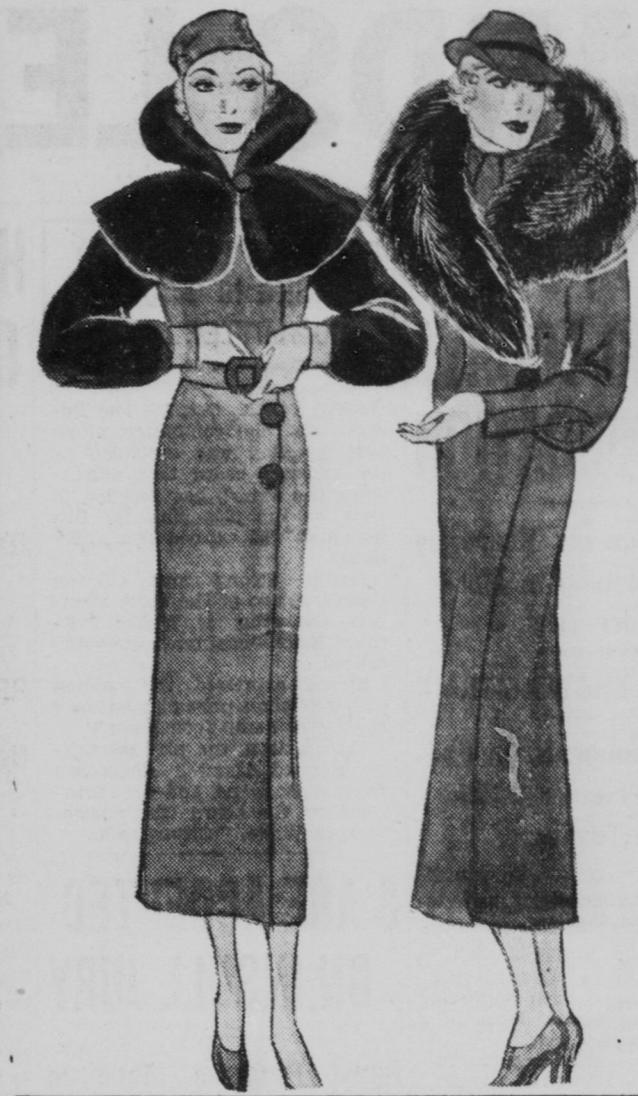
These are a value! Because they're a bargain when we sell them at their regular price! Corliss means fashion, quality and p-e-r-f-e-c-t fit. For instance—they have kid leather, sock linings. One piece leather insoles. The best outsoles we know of at this price. Workmanship, true sizes and foot flattering fashions. Widths AAAA to D, sizes 3½ to 9.

Suedes
Kids
Crushed
Leathers
Grain
Leathers
High Heels
Low Heels
Pumps

T-Straps
Center Buckle
Step-In Types
Combinations

Black
Brown
Blue

—Downstairs at Ayres.



They're Warm! They're Smart!

Cloth Coats

With Luxurious Furs!

\$28.00

These coats were planned to definitely stay in style all winter long. They're trimmed with beautiful, sleek fur of many types. They have all the latest fashion details you've been reading about and the tailoring is superb. In sizes for women, misses and juniors. Black or brown colors.

"Rain-'r-Shine" Coats

\$19.75

"Rain-'r-Shine" coats our own exclusive brand are made of a wrinkle proof, moisture proof fabric. In your favorite color in oxfords, greys, blues, browns and black or brown checks. Sizes for women and misses.

—Downstairs at Ayres.

—and a "Swell Buy"

IT PAYS TO BUY QUALITY HOSIERY!

That's Why So Many Hundreds of Women
Come to Us Year After Year for Our



**IRREGULARS of
REAL SILK
DeLuxe Hosiery**

Sheer Chiffon or Service Weight

**70c (Or 2 Pairs
for \$1.35)**

Note These Ten
Protective
Features:

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 Grenaine
Silk Heel!

It pays to buy quality hosiery . . . Yes'm it sure does! And you can't beat Real Silk DeLuxe hose. For they're beautifully clear and sheer and will wear and wear and wear much longer than just ordinary hose. Made from fresh silk and modern manufacturing methods and protected by those 10 valiant guardsmen! In all the newest fall colors. Sizes 8½ to 10½.

—Downstairs at Ayres.

Your Figure Deserves One
of These Smooth Fitting

Pure Silk

S-L-I-P-S

They're lovely slips with lovely lace tops and hem. Straight or V neck lines. Bias cut and have adjustable shoulder straps. They're pure silk crepe styles or sleek satin styles. In sizes 34 to 44 with flesh or, tea-rose colors in the group.

- Silk Crepe or
- Sleek Satins

**\$1.59
EACH**



**Kabo Brasselette
Has an Inner Belt**

That Helps You Create Your Own
"Line of Beauty"—Priced at—

\$4.00

Erase your own figure faults and create your own "line of beauty" . . . wear a Kabo inner-belt brasselle made for the full figure. The inner-belt holds in your tummy, the side lacings mold the hips and at the same time permits easy adjustment. The shoulder straps are detachable and it comes in medium length, with swami top bust. Sizes 34 to 50.

—Downstairs at Ayres.