

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

\*(REGISTERED)

Now Is the Time You Need the Warmth and Smartness of

## Rain-'r-Shine Sports Coats

Exclusive New Fashions  
for Fall—Winter—Spring

**\$19.75**

The "rougher" the weather the better our big husky "Rain-'r-Shine" coats like it! They're made expressly for Ayres Downstairs Store . . . and they're made to "take it" . . . and still look very smart . . . in fair weather or foul. Wear one for fall and winter sports! For motoring! For shopping! For business! We have them in twisted boucle tweeds, nubby tweeds and Napperdown tweeds. Sizes for misses, juniors and women.

- Tans
- Browns

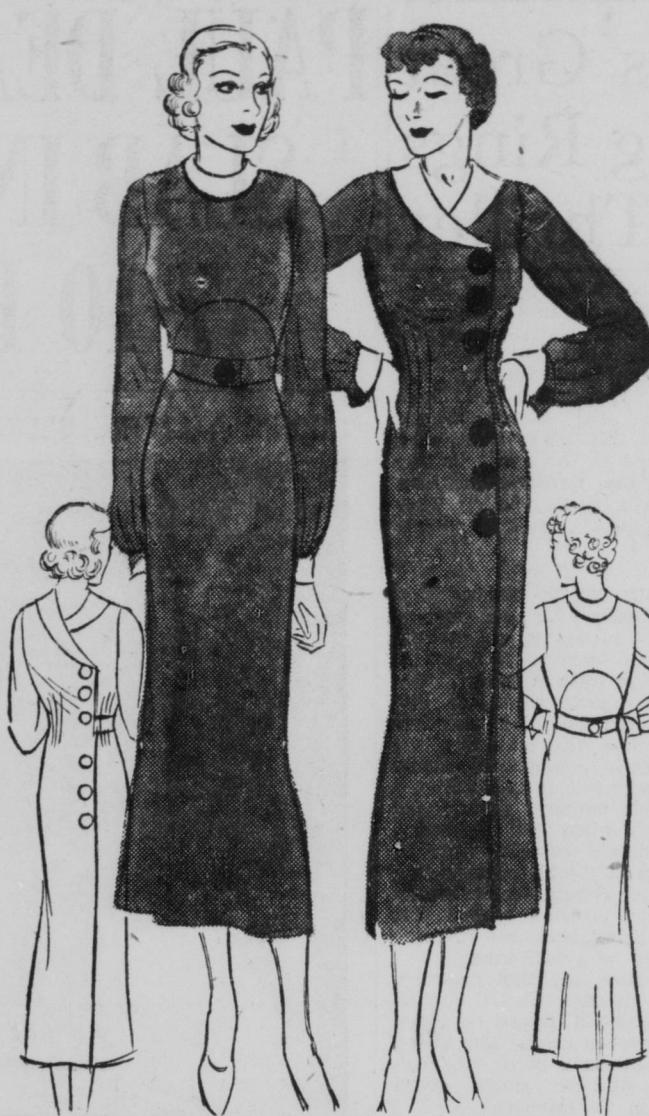
- Greys
- Mixtures

—Downstairs at Ayres.



• For Campus  
• For Sportswear

• For Business  
• For Shopping



Summer's Most Popular Fashion  
Blossoms Forth in Wool—For  
Fall Campus or Sports Wear!

### "The Fore-'n-Aft"

In Our Junior-Miss Shop

**\$6.95**

Red Brown Blue Green

Sizes 13 to 19  
—Downstairs at Ayres.



## Ayres Downstairs Store SPORTS SHOP

... Has What It Takes to  
Make You Fashionable for  
Any Daytime Occasion!

### New Sweaters

**\$1.98**

A new sweater is the best wardrobe "pep-upper" that we know of. These are gay little coats, slipover or twin set styles in plain or contrasting trim. Wool mixtures, jerseys and brushed wool sweaters.

### New Blouses

**\$1.98**

Then choose a charming silk, taffeta or jersey blouse and you'll have 2 separate costumes along with your sweater. We have them in gay colors, plain colors and a few plaids. Sizes 24 to 44.

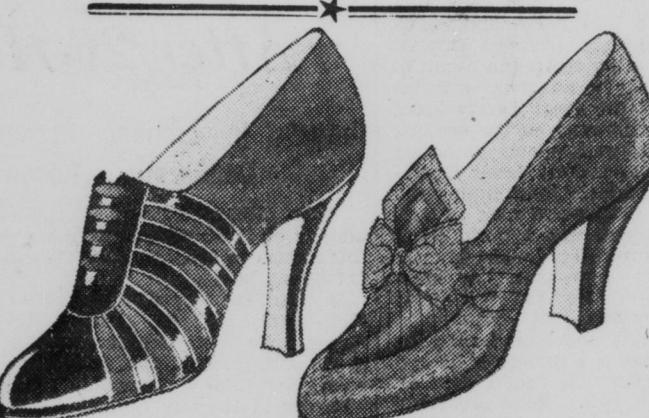
### New Skirts

**\$1.98**

We've all the newest fall skirt styles in the Sportswear shop, ready to turn you out smartly for fall sports. Flannels or tweeds in grays, oxfords, browns, wines, greens, and mixtures. Sizes 26 to 32.

New Fall Sports Frock . . . . . \$2.95

—Downstairs at Ayres.



Saturday Is the **Last Day**  
of Our Big **SALE** of

### "Corliss" Shoes

The smartest fall shoes bear the Corliss name and this very low sale price. Choose from pumps, straps, ties in calf, kid or crushed leathers. Black, blues and brown colors. High or low heels, all leather soles and slick fashion lines. Sizes 3 to 9, widths AAAA to D.

Either Dress or  
Arch Styles

**\$3.29**  
PAIR

—Downstairs at Ayres.

### Balbriggan Pajamas

Gay, Colorful and  
Warm—For Frosty  
Indiana Nights!

**\$1.00**

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 style with elastic  
back. The blouse has a V neck.  
Choice of lovely color combinations.  
Sizes 15, 16 and 17.

### Outing Gowns

**79c**

Long sleeve outing flannelette nighties with  
double yokes, V necks and 2-button front.  
Plain white or stripes. Sizes 16 and 17.

—Downstairs at Ayres.

Only "Real Silk" Offers the 10 Protective  
Features in These **Irregulars** of

## REAL SILK DeLuxe Hosiery

- Service Weight
- Sheer Chiffon

**70c** PAIR

Real Silk DeLuxe Hose can hold their own against all comers . . . For beauty, for sheerness and for long wear! They're made from fresh silk and by latest methods of manufacturing to give you the first two . . . and they're protected by the 10 valiant guardsmen to give you the long mileage the modern woman demands. Sizes 8 1/2 to 10 1/2. In all the fall shades.

—Downstairs at Ayres.

Look to Ayres Downstairs  
Store for Fashion's Newest

## Fall Hats

**\$1.98**



Turbans

Brims

Berets

Pill Boxes

Tyrolean Types

High Crown Styles

We're mighty excited about these new fall hat fashions because they're so flattering to all. And the selection is so varied that every woman can be pleased. And the colorful trims add a spicy touch to your coat or dress. Dress and sporty types in all headsizes.

—Downstairs at Ayres.

In Ayres Downstairs Store

**\$5.95** Buys

## A Smart New Frock

For Business  
For Shopping  
For Sports

For Bridge  
For Dinner  
For Travel



The time has come, the weather shows, to buy that new fall dress. Get it tomorrow, and get it here. For we have a great collection of the new fall fashions, fabrics and lovely trims that are going to gain stardom this fall. Wools, crepes, wrap around dresses, tunic frocks and suit frocks for women, misses and juniors.

Black  
Green  
Brown  
Blue  
Rust

Metal Trims  
Cut-velvet Trims  
Taffeta Trims  
Spaghetti Trims  
Fur Trims

—Downstairs at Ayres.



Cantons

Failles

Crepes

Rabbits Wools

Wools

Sheers