

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

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

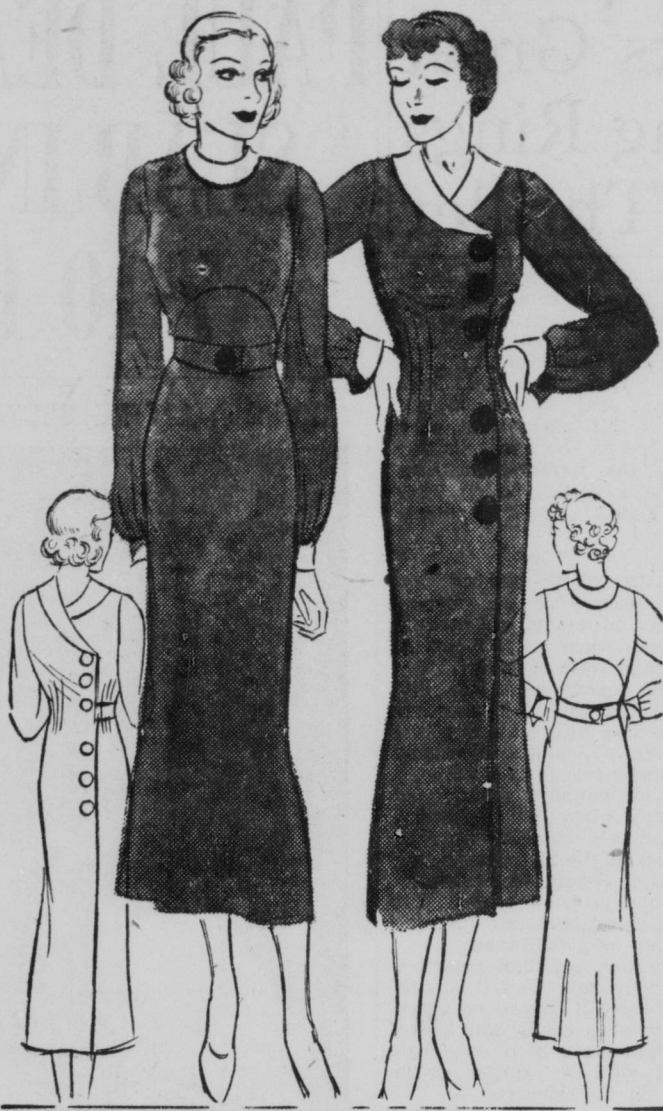
The "rouger" the weather the better our big husky "Rain-'r-Shine" coats like it! They're made expressly for Ayres Downstairs Store . . . and they're made to "take it" . . . and still look very smart . . . in fair weather or foul. Wear one for fall and winter sports! For motoring! For shopping! For business!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

• Tans
• Browns

• Greys
• Mixtures

*Registered
—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

Any way you wear it, it looks smart. For instance, take a peek at the sketch above and you'll see the different ways you can wear this dress. And it's smartly tailored from good woolen fabric with white pique collar and cuffs, large bold buttons and belt. It's proven to be the most practical dress fashion we've sold for a long time.

\$6.95

Red Brown Blue Green

Sizes 13 to 19

—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 8½ to 10½. In all the fall shades. —Downstairs at Ayres.

Look to Ayres Downstairs Store for Fashion's Newest

Fall Hats

\$1.98

Turbans
Brim
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 Bridge
For Shopping For Dinner
For Sports 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 Metal Trims
Green Cut-velvet Trims
Brown Taffeta Trims
Blue Spaghetti Trims
Rust Fur Trims

—Downstairs at Ayres.

Sizes 14 to 20 and 38 to 46



Cantons
Failles
Crepes
Rabbits Wools
Wools
Sheers

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 "pepper" 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 Frocks \$2.95

—Downstairs at Ayres.