

The "BUY WAY" OF INDIANAPOLIS[★] AYRES DOWNSTAIRS STORE

... WHERE EVERY DAY IS "VALUE DAY!"



Knit Chic From the
"Junior-Miss" Shop!

Knit Suits

2 or 3
Piece
Styles!

\$4.95

Your first choice for fall sportswear will be a 2 or 3-piece cotton knit suit. It will rule over all other sportswear for the coming season. The two-piece style is a very clever affair with matching sweater or blouse to match. Three-piece style is as smart as can be with the skirt and the matching twin sweaters, with contrasting slipover. Sizes from 13 to 19.

Green
Brown

Orange
Plaids

Blue
Rust

—Downstairs at Ayres.

Wear Size 38 to 52—16½ to 20½?
Then Here's Your New

Fall Dress

At a Low
Economy
Price!

\$6.95

No longer need you pay more than \$6.95 because you wear a larger size dress. This group of new fall dresses has been carefully selected to fit your needs... as well as your budget measure. You can select all the fabrics, the styles, the new fashionable trims and the color that will really flatter your figure and make you look pounds thinner.

Failles
Crepes

Wools
Satin Trims

Velvet Trims
Metal Trims

—Downstairs at Ayres.



Women Say:

"We Have the Grandest New

Fall HATS

in Town
for Only **\$1.98**"

We've the cream of the crop of new fall hat fashions and we've the cream of the new fall colors, too. Such styles as the ever ready beret, the large or small brim, the tyrolean crown, pert pillboxes or glamorous turbans will be found to keep you ahead in the fall fashion race. Tile, gray, black, brown, navy, red, wine and green colors to select from.

—Downstairs at Ayres.



Your Safest Choice—For Fashion—For Value!

American Girl SHOES

\$4.95

Calf
Combinations
Pumps
Oxfords
Black
Brown

Kid
Straps
Ties



Wherever you go you'll see smart feet wearing American Girl Shoes. They're smartly made, styled up to the minute and they have all the comfort of a walking shoe yet retain the lines of a style shoe. Choice of black or brown colors in your favorite model. Sizes 3½ to 10, AAAA to EEE.

—Downstairs at Ayres.



Quality Reigns Supreme—

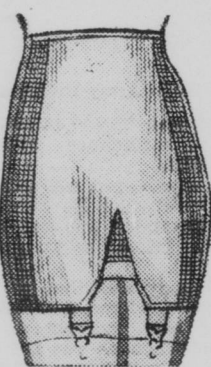
Irregulars of REAL SILK DeLuxe Hosiery

Crystal Clear Chiffon or Service Weight

It pays to buy quality hosiery... and in Real Silk DeLuxe Hose quality reigns supreme. You get sheer, clear beauty, all the newest "go-with" shades and long wear for economy's sake. Made from fresh silk and by modern methods of manufacturing and protected by those 10 valiant guardsmen that guard against the "demon" run and other hosiery bugaboos. Sizes 8½-10½.

—Downstairs at Ayres.

70c
PAIR



Pre-Shrunk
Satin Girdles
\$1.50

Sleek, luxurious rayon satin that's preshrunk. 14-inch side hook or semi-step-in girdle. Has knitted elastic sides. Sizes 25 to 34.

—Downstairs at Ayres.



A Dramatic Triumph in Style and
Fashion for Ayres Downstairs Store!

"Tillie the Toiler" SMOCKS

For Home, School, Office!

• Artists Model • Lunch Hour
• Nine to Five • Breakfast Hour

\$1.98

Sizes
14 to 40
Choice
of Colors!

We've hunted and scanned and looked and planned for a SMOCK that had everything. Style, youth in every line, "hot" color combinations, quality fabrics and VALUE. We're glad to present this group of "Tillie the Toiler" smocks. And what a group of fine looking smocks to gaze upon. Gorgeous prints with vat dye colors in black, brown, navy, red or green grounds with the cutest trimmings ever. Sizes 14 to 40 in the group.

Another "Tillie the Toiler" Style at **\$2.98**

—Downstairs at Ayres.



Thursday Is

BABY DAY

Amazing Values to Fulfill a Crying Need!

TOTS' UNION SUITS in part wool. Combination boy and girl style. Sizes 2 to 8.....

59c

VANTA BABY SHIRTS in winter weight. Single and double breasted. Sizes infants to 3 years.....

39c

3-PC. SLEEPERS of warm flannelette with feet. In pastel colors. Sizes 1 to 4.....

88c

INFANTS' BOILABLE rubber pants. Feather nap. Small, medium or large sizes. Pair.....

10c

FLANNELETTE DIAPERS. Size 27x27. First quality. Hemmed ready for use.....

12 for \$1.09

BABY BUNTINGS of warm blanket cloth. Pink and blue satin trim. With applique.....

88c

TODDLERS' PANTY FROCKS in pastel colors of broadcloth and prints. Sizes 1 to 3 years.....

79c

32-Piece
Layette
\$5.44

3 Shirts
2 Flannelette
2 Gowns
2 Pair Hose
1 Kimono
1 Gilette
1 Hat & 2
1 Embroidered
Dress

2 Receiving
Blankets
12 Diapers
12 Wrapping
Blankets
3-Pc. Bootie Set
3 Wash Cloths
1 Towel
1 Castile Soap
1 Baby Powder

Ask for a Copy of These Informative Booklets!

Prenatal Care
Infant Care

Child Care
Child Management

The Child From 1 to 6.
Is Child Happy?

—Downstairs at Ayres.