

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

(REGISTERED)

...Where You Get Quality and Fashion for Less Money

From Classroom to Committee Meeting in a New Fall



Frock
Budget Priced! **\$7.95**

Again and again, we are asked to show a dress that can be worn from the time the school bell rings until the "meeting is adjourned." We proudly present this inspired frock with the royal blue tunic, glistening with gold threads, and a slim smart black crepe skirt, for any hour of the teacher's day. You'll find dozens and dozens of other creations just as smart Downstairs at Ayres.

Another Lovely Group of New Fall Dress Fashions, **\$10**

—Downstairs at Ayres.



Don't Let the "Demon Run" Spoil Your Whole Day—Buy Irregulars of

R-I-N-G-L-E-S-S

Sheer Chiffon

WONDER BAND
PATENTED

Sheer Chiffon

Silk Stockings

2 PAIRS
\$1.00

Wise women should buy a value like this by the half-dozen. Ringless Wonderband hose are remarkable for their wearing qualities and sheer beauty. They're protected against the "Demon Run" by the "Wonder Toe," the "Wonder Heel" and the "Wonderband." In the popular new fall shades. Sizes 8 1/2 to 10 1/2.

Irregulars of "Real Silk" DeLuxe Hose, Sheer Chiffon or Service Weight, are only **70c Pr.**

—Downstairs at Ayres.

Thrift Loving Women Choose **Bemberg Slips**

That Cost Only— **\$1.39** EACH

Bemberg slips are irrefutable answers to what's a good serviceable slip. These slips have straight lace tops and hems. Adjustable shoulder straps, and a panel front. Flesh, tearose, white and black colors. Sizes 34 to 46.

Rayon Undies
39c Each

Plain rayon bloomers, panties, stepins and vests that will give long service. Plain tailored styles in tearose or flesh colors. Sizes 36 to 42.

—Downstairs at Ayres.



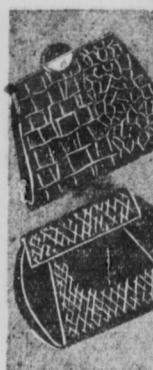
Washable Fabric

Gloves

69c
PAIR

Let your hands choose your gloves for winter. They'll choose a pull-on glove that's washable every time. Plain or fancy styles in winter weight. Black, brown or navy colors in 6 to 8 1/2.

—Downstairs at Ayres.



Smart, New, Fall

Handbags

\$1.00
EACH

Here's your most important accessory and it only costs you a dollar. Choose yourself a new handbag in pouch or underarm style in simulated grain leather. Black, brown or blue colors.

—Downstairs at Ayres.



Smart, New, Fall

Neckwear

89c
EACH

These smooth little neckwear fashions are cute as a button and how they can pep up your dress. Satin or silk bows, bibs, ascots, V-necks, ties and new high neck styles. Fresh and new!

—Downstairs at Ayres.

A Rare Collection of Beautiful Gifts From Foreign Lands—In Our New **Gift Bazaar**

In our new Gift Bazaar, just recently opened, you'll find a tremendous selection (MOSTLY ONE OF A KIND) of lovely creations wrought by the painstaking hands of Foreign and American craftsmen. Gifts for your friends, loved ones . . . for Christmas, birthdays, prizes. All at money-saving prices!

—Downstairs at Ayres.

Figure Control Is Important!
Figure Control Is Inexpensive!
Wear a "KABO" Foundation
\$1.25 to \$6.00

Kabo foundation garments are perfectly designed and made from materials that really last. They'll help you achieve the lovely figure that fall fashions demand. And you'll be able to choose a Kabo girdle or corsette from each price group in your size.

—Downstairs at Ayres.

That Mighty Trio of Heaven—The Snow, Rain and Wind—Cannot Harm

"Rain-r-Shine"★

Coats

Exclusive New Sport Coat Fashion for Fall, Winter, Spring

\$19.75

★ Registered

The "tougher" the weather the better our heavy quality "Rain-r-Shine" coats like it! They're made to keep out the sleet, the snow, the rain and the wind, and still look very smart. Wear one for fall and winter sports! For shopping! For business! For motoring! For campus! To class! We have them in twisted boucle tweeds, nubby tweeds and Napperdown tweeds. Greys, blues, tans and mixtures. Sizes for women and misses.

Beautiful Fur Trimmed Coats, **\$28.**

—Downstairs at Ayres.



Your Safest Choice—For Comfort—For Smartness—For Value!

American Girl
SHOES



• Black
• Brown
• Pumps
• Oxfords
• Straps
• Ties
\$4.95
PAIR

American Girl shoes are famous for their comfort. They're made to wear and feel like a walking shoe, yet retain the looks and smartness of a style shoe. They're smartly made, styled up-to-the-minute, and they come in black or brown colors in sizes 3 1/2 to 10, widths AAAA to EEE.

—Downstairs at Ayres.

Pure Silk, Bias Cut

S-L-I-P-S

• French Finish Crepe! **\$1.59**
• Lustrous Satin! EACH

Next to yourself you'll like these pure finish crepe or soft satin slips. They're well made and bias cut to cling to your body. They have a V or straight lace top and hems. Many have the shadow panel that's so desirable. In tearose color. Sizes 34 to 44.

Pure Silk Panties
50c

Pure silk panties in lace or tailored styles. Fitted at the waistline. Side fastenings. Medium and large sizes. Flesh, tearose or blue color.

—Downstairs at Ayres.



Sample Hat Sale!

Mostly "One-of-a-Kind" Styles—All the Important Fall Colors—All Sizes!

\$1-\$2-\$3

You're headed in the right direction when you choose a hat in this sample sale. For the prices represent a great saving. They're samples from many famous manufacturers. In all the newest styles, including lots of high crowns and berets. All colors, too, to "go-with" your costume. The quantity is limited on the one dollar fashions.

—Downstairs at Ayres.

