

The "BUY WAY" OF INDIANAPOLIS* AYRES DOWNSTAIRS STORE

★(REGISTERED)



Gold wool crepe is the center of attraction at all the big games. The zipper neckline and pocket are new.

Smart young gals choose a tunic frock in black with white accents. They go to many lengths to flatter.

Sparkling Junior-Miss

Dress Fashions

\$7.95 (2 for \$15)

Going to the big game tomorrow? Have a date with your best B. F.? Need a new dress at an economy price? Then come a runnin' to our Junior-Miss Shop, where you'll find the smartest, the brightest, the gayest dresses to brighten up gray October days and festive nights. You'll find every style you've dreamed about for any occasion. Sizes 13 to 19.

—Downstairs at Ayres.



"KABO-ETTE" Brasselettes

\$3.50

A Perfect Foundation Garment for Youthful Figures

"Hold that line"—a KABO-ETTE will do it perfectly. These garments are made especially for the young modern who must have curve control yet at the same time freedom of movement. KABO-ETTES will hold in your diaphragm, and mould your hips to a pencil slim slenderness.

—Downstairs at Ayres.

Down Goes the Price!

... On **IRREGULARS** of

REAL SILK

DeLuxe Hosiery

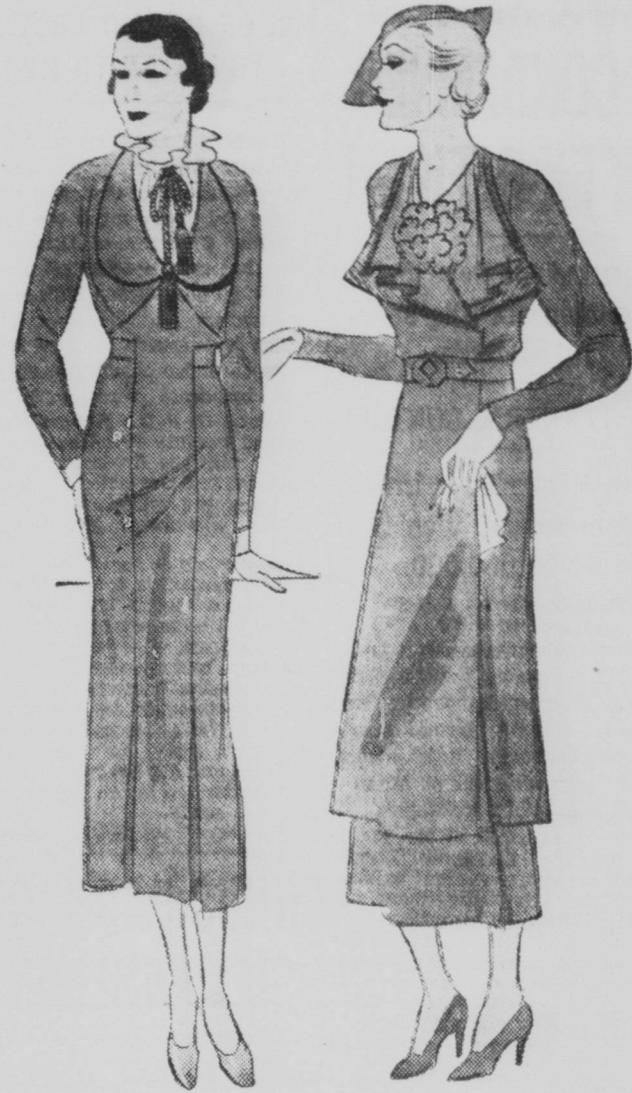
Either **Chiffon** or
Service Weight

60¢ PAIR

We're very happy to spread this good news . . . and we know that hundreds and hundreds of Real Silk customers will benefit by this. The Real Silk factory has authorized this new low price—we pass it along to you. You can purchase service weight as well as chiffon, the first time for many years, at this new low price. Listed below are the reasons Real Silk Hose are famous for quality and wear . . .

- Patented Hem-Guard!
- Patented No-Hole Hem!
- Strain-Proof Instep Point!
- Triple-Fast Dyes!
- Flat-Seam Sole!
- Cradle Dura-Foot!
- Genuine-Sealed Silk Yarn!
- Two-Way Run Stop!
- Double-Thick Grenine Silk Heel!

—Downstairs at Ayres.



A bottle green crepe daytime frock with gleaming gold threads on a cream background. Smart, flattering, inexpensive.

Promenade into prominence in this rich brown tunic frock with taffeta collar trim. Note the flower chic.

Fashion's Success for Women!

New Fall Frocks

\$7.95 (2 for \$15)

Thank whatever Fashion Gods there be for a season like this. For never have the new fall dress fashions been so lovely, so becoming, so flattering, so full of bright ideas to "go places" and "do things." Many different styles and details give you the chance of a lifetime to select the dress you've always wanted at a price you can afford.

—Downstairs at Ayres.



Tomorrow! We Present a Tidy Cargo of New

Nautical Frocks for Girls

Exclusive Designs by Ann Wilkinson!

Ann Wilkinson is one of America's foremost girls' dress designers. For these lovely "Miss 7 to 14" dresses she steals the sailors' stuff and goes nautical. Gobs and gobs of styles and patterns in plain or combination colors with very "sailorish" collars and ties and trims. Every one of these frocks bear Ann Wilkinson's own signature and are exclusive in Ayres Downstairs Store.

—Downstairs at Ayres.

Exclusive with Ayres
Downstairs Store

\$1.15

When women ask for slips we always show them these because we think they're our best values. Trimmed with beautiful laces, V or straight top and hem with adjustable shoulder straps. Pure silk crepe or sleek satin styles in tearose color. Sizes 34 to 44.

Philippine Embroidered
Nighties . . . **\$1.00**

—Downstairs at Ayres.



Smart Women Come to Ayres
Downstairs Store for Smart,
New, Fashionable

Fall Shoes

If \$1.98 is the price you want to pay for a pair of smart, fashionably styled shoes then come to Ayres Downstairs Store. We've a grand selection of the newest styles in pumps, ties, straps in calf or kid leathers. Black and brown. Sizes 3 to 9, widths AA to C.

**\$1.98
PAIR**

—Downstairs at Ayres.



We've Every **HAT**
You Could Want for Only

**\$1.98
EACH**

Tricornes, high crowns, low crowns, tyrolean styles, brims, berets, turbans or pillboxes in all your favorite fabrics. Gay colors and perky trim that are so very becoming. Why not get a head start on the winter fashion parade and buy your new hat tomorrow. Sizes for all women.

—Downstairs at Ayres.



Again! After 2 Years! A Complete
Color and Size Assortment of

Boys' BELNORD Shirts . . . **79¢**

Parents, tomorrow you can buy that boy of yours a "Belnord" Shirt in plain white or fancy patterns. They're made just like the men's shirts, and have the same long wearing features. Sizes 8 to 14½.

Boys' Wool Melton Jackets

Boys' heavy quality blue melton jackets with zipper front. Cossack style with slash pockets and large warm collar. Sizes 8 to 16.

\$2.98

Corduroy Knickers or Slacks

Plain color or fancy slacks with wide bottom and side tabs. Sizes 8 to 18. Knickers are full lined, knit grip. Sizes 8 to 16.

\$1.98

—Downstairs at Ayres.

