

The "BUY WAY" OF INDIANAPOLIS* AYRES A DOWNSTAIRS A STORE



HOOVERETTES

\$1.69
ON SALE!

—Downstairs at Ayres.



"Tillie the Toiler" SMOCKS

Present the Long and the
Short of Smock Smartness!

We've just received two brand new "Tillie the Toiler" smock styles, designed by that clever young gal, Mary Low! "Longy" is a clever dress-like, fitted double-breasted model of black, navy or brown print. Smartly trimmed. "Shorty" is a yoked, full swinging smock of yellow and red or red and yellow chintz peppered up with a grand big bow. Sizes 14 to 44.

PRICED AT—

\$1.98

—Downstairs at Ayres.

The Perfect Mate for
Your Sports Costume!

Scarf SETS

These little scarf sets will
certainly give
your sports
outfit a lot of
zip and dash.
Berets, Rus-
sian toques, brims, and Tyrolean
crowns in suede cloth, velvetine, flan-
nel knits and corduroys. All with scarfs
to match. All headsizes.

—Downstairs at Ayres.

\$1.00
EACH

Beginning Tomorrow at 9 A. M.!

A Great Dress SALE

.... that Brings Fashion's Loveliest Fall
Creations Within the Reach of Every Woman!

One
Dress
\$7.95
or

2 for \$15

This season's fashions are not just for the young, not just for the slender—it's everybody's season. Never has there been such latitude of styling, such variety for your choosing. You can be smartly modern or delightfully picturesque, for fashion has borrowed the dramatic splendor of the Russians, Directoire, Medieval, Pre-War Second Empire and 1880s to make you glamorous. Now Ayres Downstairs brings you all these new important fashions at a sale price.

Tunics
Metallics
Rhinestone Trims
Peplums
Dolman Sleeves

Dark Street Colors
New High Shades
Cocktail Frocks
Business Frocks
The New Fabrics

—Downstairs at Ayres.

Downstairs at Ayres—Where Fashions Are Less Expensive!



Smart! Sleek! Sophisticated!
That's Satin! That's Satin! That's Satin!

Satin Undies

Buy Now for Yourself or for Gifts!

This is just one of the many reasons why smart women prefer to shop in Ayres Downstairs Store. Lovely satin undies at this price are a rare treat. The chemise have V or straight lace tops and hem with ribbon shoulder straps. Sizes 34 to 42 in tearose. The Dancettes have a fitted bandeau, with lace trimmed panties fitted at waist. Tearose color in sizes 32-36.

\$1.29

•Chemise
•Dancettes

—Downstairs at Ayres.

Tomorrow Is
In Our **79c** Day
Baby Shop



Tomorrow's your day of opportunity! Tomorrow's the day when you'll find many, many values for infants and children at a fraction of their real worth. For tomorrow's 79c day in our new and complete Infants' Shop.

TOTS' ALL-WOOL	sweaters, coat or slipover	79c
INFANTS' DRESSES	with dainty hand embroidery	79c
INFANTS' GOWNS	of warm flannelette. Also	79c
INFANTS' HOSE	gertrudes and kimonos in	79c
INFANTS' BLANKETS	pink and blue trim.	79c
RECEIVING BLANKETS	of rayon wool and cotton. Very	79c
INFANTS' DRESSES	fine quality. All white color	79c
BABY BUNTINGS	5 prs. 79c	79c
INFANTS' DRESSES	size 36x50 inches. Crib	79c
	size. Sateen bound.	79c
	Pink and blue. Each	79c
	RECEIVING BLANKETS, or quilted pads, or	79c
	rubber stockinette sheets	79c
	BABY BUNTINGS of warm blanket cloth. Pink	79c
	and blue satin trim.	79c
	Well made. Each	79c
	INFANTS' DRESSES, hand made with dainty	79c
	hand made bib. A real bargain. Set	79c

—Downstairs at Ayres.

From Now On—You'll Need Lots of
These Warm

Balbriggan PAJAMAS

Because balbriggan pj's are so warm, because they are so very practical and because these have purse appeal you'll want to buy several pairs. They're 2-piece suits in gay pastels. Some have dark trousers with pastel trimmed blouses. Short sleeve styles or long sleeve styles in plain colors. Plain front, elastic back and V necks. Sizes 16 and 17.

\$1.00
PAIR

