

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

(REGISTERED)

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

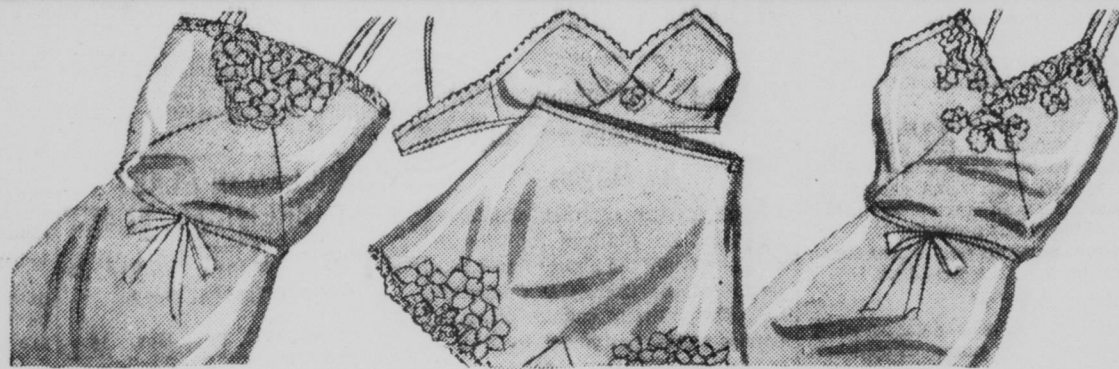
This season's fashions are not just for the young, not just for the slender—it's everybody's season. Never has there been such latitude of styling, such variety for your choosing. You can be smartly modern or delightfully picturesque, for fashion has borrowed the dramatic splendor of the Russians, Directoire, 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 hems with ribbon shoulder straps. Sizes 34 to 42 in tearose. The Dancettes have a fitted bandeaux, with lace trimmed panties fitted at waist. Tearose color in sizes 32-36.

\$1.29
• Chemise
• Dancettes
—Downstairs at Ayres.



HOOVERETTES

Bungalowers are good looking... well made and extremely practical. The colors and patterns are as refreshing as the morning dew. They're delightfully feminine with frilly details and practical because they're REVERSIBLE. There's really nothing better for utility wear... and, they make lovely gifts! Sizes 14 to 46.

\$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, Margy 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 chints pepped 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
\$1.00 EACH

These little scarf sets will certainly give your sports outfit a lot of zip and dash. Berets, Russian toques, brims, and Tyrolean crowns in suede cloth, velvet, flannel knits and corduroys. All with scarfs to match. All headsets.

—Downstairs at Ayres.

Tomorrow Is 79c Day

In Our 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 styles in assortment of colors. Sizes 2 to 6. 79c
INFANTS' DRESSES with dainty hand embroidery work. Good quality. Sizes 6 months to 3 years. 3 for 79c
INFANTS' GOWNS of warm flannelette. Also gertrudes and kimonos in pink and blue trim. 5 for 79c
INFANTS' HOSE of rayon wool and cotton. Very fine quality. All white color. 5 prs. 79c
INFANTS' BLANKETS, size 36x50 inches. Crib size. Sateen bound. Pink and blue. Each. 79c
RECEIVING BLANKETS, or quilted pads, or rubber stockinette sheets. 5 for 79c
BABY BUNTINGS of warm blanket cloth. Pink and blue satin trim. Well made. Each. 79c
INFANTS' DRESSES, hand made with dainty 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

