

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

(REGISTERED)



Plaid-Back Styles in a Great Assortment of Colors!

Sports Coats

\$10.75

For the Junior Miss

Big, heavy, warm sports coats, tailored to wear for active or spectator sports wear. The perfect coat for cold autumn days and snowy winter days. Plaid back styles, the same styles that you'll find on every campus, at every football game and in every rumble seat. A complete selection of plains, plaids, checks and mixtures in a complete color assortment. Sizes 11 to 19.

—Downstairs at Ayres.

We Want Every Child in Indianapolis to Wear These Sturdy School Hose—We Offer Them at This Low Price!

"BUSTER BROWN" School Hose

19c PAIR

A good sturdy stocking made of durable cotton. Plain or derby ribbed in full length style. In 3 very smart wanted shades for fall wear. Sizes 6 to 9½. If you wish 3 pairs for 50c

—Downstairs at Ayres.



The 'Junior-Miss' Shop Gets You Ready for a Gala Week-End in these Flattering Two-Piece Dresses

The "Junior-Miss" Shop is tuned up for a grand and glorious fall season. A season humming with smart, flattering, modern fashions for youth! Tomorrow, you can breeze into our "Junior-Miss" Shop serene in the knowledge that you can find just what you want in our complete selection of new fall styles, colors and materials. Confident that you needn't spend a young fortune for a smart appearance.

For Date-Night Festivities!
\$3.98

An Arabian blue dressy dress trimmed in mid-night black collar and buttons. Smart for dancing, dining or the theater. Size 11.

A Perfect Teammate for Your Winter Coat!
\$5.98

An adorable little dress in rust with very eye appealing embroidery work scrolled over entire top. A size 13.

To Keep You Warm at the Big Game!
\$3.98

A green wool two-piece dress, equally smart in the classroom. Trimmed with white and orange wool needle work. Size 15.

To the Game Then to the Theatre!
\$6.98

A double purpose dress in green wool crepe, warm enough for the game, dressy enough to wear any place afterwards. Size 11.



You'll Owe Your Fashion Success to These Smart New

SKIRTS and SWEATERS

\$1.98 EACH

THE SKIRTS—2 exciting flare or pleated styles. All wools in brown, green, navy and black colors. Sizes 26 to 32.

THE SWEATERS—All-wool slippers in brown, rust, duobonnet, navy, green and amethyst colors. Sizes 34 to 40.

—Downstairs at Ayres.

The Perfect Slip

Made to Our Order, after weeks of work to combine the best features of the most expensive slips

Guaranteed **\$1.09** Made of Pure Dye Crown-Tested Velene

Dress maker styles, tailored styles and 2 styles are trimmed with imported laces. Guaranteed to give you a new slip, if this one doesn't launder to suit you, if the seams pull out. "Crown Tested" for strength of fabric construction, washability and seaming. Sizes 34 to 44.

—Downstairs at Ayres.



Young Hats for Young Moderns

Young moderns, like this modern age, are always on the lookout for something new and different to "top off" their costumes. And young moderns know that Ayres Downstairs Store, always in touch with last-minute fashions, is the place to come for their new hat styles. And what styles—full of pep, excitement and snap—gay in color and trim. All the worthwhile styles, smart for fall 1935.

—Downstairs at Ayres.

\$1.98 EACH

Lovely to Look At—Longer to Wear!

IRREGULARS of REAL SILK DeLuxe Chiffon Hose

65c PAIR

"Lovely to look at—longer to wear!" And we might go one step farther and add "at the price you want to pay!" In these DeLuxe Chiffon Stockings you'll find that they wear longer and are superior in sheerness and beauty because they are protected by those 10 valiant guardsmen at all points of wear. You'll find a complete assortment of new fall shades and a complete size range from 8½ to 10½ ready for you tomorrow.

—Downstairs at Ayres.



The Last Word in Fashion—Comfort and Fit!

"Corliss" SHOES

\$2.99 PAIR

The leading shoe styles for fall are presented in our own brand of "Corliss" Footwear. A happy combination of smartness and perfect fit. In black, brown or combination of colors . . . one of our greatest selections of ties, pumps, straps and oxfords. Black or brown calf, black or brown suede, patent leathers in sizes 3 to 9, widths AAA to D.

—Downstairs at Ayres.

Girls' All-Wool Sports-Back Sports Coats

\$8.98

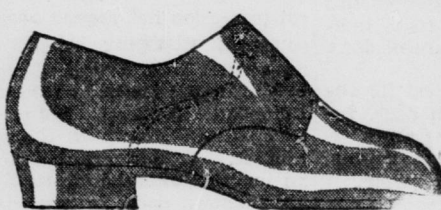
All-wool fleece and novelty wool mixture coats. Smart sports back styles or dressy styles. Warmly lined to hurl defiance to the winter's wind. Brown, green, red and wine colors. Sizes 7 to 16 years.

Girls' Wool Dress **\$2.98**

A large selection of warm wool dresses in crepes, serges and combinations. Some have a corduroy top in bright plaid colors. Sizes 7 to 16.

Girls' Twin Sweater Sets \$1.98

—Downstairs at Ayres.



Children's Long-Wearing "Red Goose" Shoes

\$2.99 PAIR

Red Goose shoes are constructed of good, solid leather throughout . . . and they're designed along orthopedic lines to permit the proper development of growing feet. We've a tremendous assortment of the new fall styles—for children and girls and boys. All sizes.

—Downstairs at Ayres.

Boys' Fancy New

Corduroy Knickers

\$1.98

New hounds tooth checks and window pane patterns in gray or brown that will suit you to a "T." Knit grip bottoms that will stay up. Full cut for comfort while scooting around at recess. Sizes 6 to 15.

Boys' Wool Melton Jackets

\$2.98

A "dab" of an all-wool melton jacket that has a zipper front, sport back and side tabs in that smart cossack style. Plain colors in navy, red, and green. Sizes 6 to 20.

Corduroy Slacks **\$2.98**

A new slack that has a zipper opening. Desirable colors and smart patterns. Pleated fronts, too. Sizes 8 to 20.

Broadcloth Shirts **69c**

Fast color broadcloth shirts you can wear for dress or school. Plain white, blue, tan and fancy patterns. Sizes 6 to 14½.

—Downstairs at Ayres.