

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

★ (REGISTERED)



Celanese Alpaca One of the Season's Most Important Fabrics—Adds to the Value of These

MAN-TAILORED SPORTS FROCKS

In Bright Football Colors to Wear Under Your Winter Coat!

\$5.98
EACH

Sizes 14 to 20

—Downstairs at Ayres.



\$1.98

Buys A

New Fall Hat

to "Go-With" Your Fall Costume!

Before you buy your next fall hat . . . you must see this great fall collection of the very latest models, latest fabrics and latest colors. You'll find style after style, material after material and color after color in turbans, bretons, halos, off-the-face styles, brims, toques, berets and trig new military hats, all examples of the important fashion trends. In smart fall shades, of course—including navy, black, brown, kent green, dubonnet, gray, red, rust and violet.

—Downstairs at Ayres.



The Last Word in Fashion—
Comfort, Quality and Fit!

"Corliss" Shoes

A Style to Fit Every Woman
at a Price to Inspire You!

\$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 C.

—Downstairs at Ayres.



Here's a Line-Up of Sports Coats That Will Tackle the Fall Season With Exhilarating Young and Colorful Ideas!

All-Wool Plaid-Back SPORTS COATS

Sports Backs
Pleated Backs

Full Belts
Half Belts

Single Breasted
Double Breasted

Sizes 13 to 19 and 14 to 20!

Not yesterday or perhaps today, but tomorrow you will need a good, heavy, warm sport coat. A coat that is smart and fashionable, so that you can proudly wear it, day or night. You'll find here, one of the most important collections of Sports Coats in town in plaids, plain colors, heather mixtures or men's wear fabrics. Greens, tans, browns, grays, oxfords, blues and polo styles. Swagger, sport backs or strictly tailored models with full interlining.

\$16.75

—Downstairs at Ayres.

Long-Wearing Quality That Make It Worthwhile to Stock Up!



IRREGULARS of
REAL SILK
DeLuxe Hose

65¢ PAIR

Real Silk DeLuxe Chiffon are lovely to look at and longer to wear, and at a price you can afford to pay. These are the very essential reasons why it is worthwhile to stock up now. Every pair of hose is protected by those 10 valiant guardsmen at all points of wear. A complete assortment of new fall shades and a complete size range from 8½ to 10½.

—Downstairs at Ayres.

Match 'Em or Mix 'Em!

Skirts 'n' Sweaters

\$1.98
EACH

THE SKIRTS — Two exciting new styles, flare skirt or pleated skirt. All-wools in brown, green, navy and wine colors, each an important fall color. Sizes 26 to 32.

THE SWEATERS — All-wool slippers, hand fashioned styles in fall's most important colors — brown, rust, dubonnet, navy, green coral and amethyst. Sizes 34 to 40.

Other Skirts and Sweaters \$2.98

—Downstairs at Ayres.



... and Saturday Is Your Last Opportunity to Take Advantage of

CAPACITY DAY* Savings!

CAPACITY DAY VALUE:

Smart New Fall
HANDBAGS

Copies of very much higher priced styles. Simulated leather in envelopes, pouches, top handle and swag styles.

94¢

Salesmen's Sample Gloves, 49¢

Washable fabrics in tailored styles with novelty cuffs. Complete assortment of colors in sizes 5½ to 8.

Women's Wash Frocks, \$1.39

Women's and misses' new fall wash dresses in fast color broadcloths and percales. Sizes 14 to 20 and 38 to 50.

Better Wash Frocks, \$1.74

Cunning styles in Ripple Rays, Ray 'O Crepe, Stardusts and broadcloths. Lovely trims. Sizes 14 to 20, 38 to 54.

Corsets and Girdles, \$1.00

Salesman's samples and discontinued styles of fine quality garments. Broken size and style range.

Girdles and Combinations, 69¢

Higher priced garments reduced to this Capacity Day Sale price. Girdles and lastex combinations. Broken styles.

Women's Lastex Girdles, 39¢

Two-way stretch lastex girdles. Because of the broken size and style range we offer them at this low price.

Child's School Hose, 5 Pr. \$1

Irregulars. ¾ length with a lastex cuff. Smart plain colors with fancy patterned cuff. Broken sizes.

Growing Girls' Stockings, 3 Pr. 50¢

Irregulars from a famous maker. Fine lisle shaped stockings with picot top and seamed back. Sizes 8 to 10.

Children's School Hose, 15¢ Pr.

Irregulars from a famous maker. Fine mercerized full length lisle in fine or derby rib. Sizes 6 to 9½.

CAPACITY DAY VALUE:

New Fall Dresses

We offer these marvelous values in wools and wool mixtures dresses. Smart color assortment. Sizes 14 to 40.

2 For

\$5.00

CAPACITY DAY FEATURE VALUE!

All Kabo Foundations, 20% Off

Our Entire Stock Reduced, Special for Capacity Days!

These are fine quality and properly designed garments! You'll find 2-way stretch girdles and combinations. Side hook styles, semi-stepin girdles and brassieres. Innerbelts, corsets and corselettes. Uplift and semi-uplift styles.

Women's Suede Jackets, \$4.49

Genuine suede jackets in brown, green, tan and blue. Cossack style in sizes 14 to 20. Irregulars.

Women's Coat Sweaters, \$1.29

All-wool coat sweaters in blue, green or gold colors. Smart styles in sizes 34 to 40.

Wom. Twin Sets, \$1.29, \$1.79

Choice of colors in green, brown, rust and blue. Grand styles in a complete size range, 34 to 40.

Wom. Wash. Frocks, 3 for \$1

Broken size and color range. Smart styles suitable for fall wear. Washable and vat dye materials.

Maid's Organdy Aprons, 3 for \$1

In white color only. Nicely tailored and fashionably designed, from lovely quality organdy.

Women's Rayon Gowns, \$1

Fine quality rayon gowns with milanese or lace trim. Some have collars. Sizes 16 and 17. Tea rose.

Women's Union Suits, 50¢

Cotton tinted union suits with rayon stripe. Medium weight. Sleeveless, knee length. Sizes 36 to 44.

Children's Union Suits, 50¢

Cotton ribbed union suits with rayon stripe, dutch neck, elbow sleeves. Drop seat style. Sizes 2 to 10.

Children's Princess Slips, 39¢

Cotton knit with built-up shoulders and floss finish at hems. Irregulars. Sizes 2 to 12 years.

Women's Princess Slips, 69¢

Cotton knit with built-up shoulders, floss finish at hems. Sizes 40 to 46-inch length. Irregulars.

Wom. Rayon Undies, 19¢ Ea.

Panties, stepins, bloomers or vests. Tailored or lace trimmed at hems. Elastic at waist. Regular sizes.

Flannelette Pajamas, 79¢

Women's one or two-piece styles. Plain pastel or print trimmed. Sizes 16 and 17.

Wom. Flannelette Gowns, 69¢

Made with double yokes, two-button front. Long sleeves, pastels, whites and stripes. Sizes 16 and 17.

CAPACITY DAY VALUE:

New Scarfs With
Your Initial

Ascot or triangle scarfs in a large assortment of colors. Complete with one initial that is easy to put on.

39¢

Wom. Porto Rican Gowns, 39¢

Hand embroidered nighties with V or round necks. White or pink colors.

Wom. Porto Rican Gowns, 50¢

Plain colors with applique trim in contrasting color. V or round necks.

Women's Silk Dancettes, 59¢

Have fitted bandeaux and ribbon shoulder straps. Panties are plain tailored or lace trim. Sizes 32 to 36.

Women's Mello-Ray Slips, 59¢

California, V or straight lace tops and hems. Bias cut or 4-gore style. 34 to 44.

Women's Silk Slips, \$1

Pure silk crepe slips with California, V or straight lace tops and hems. Sizes 34 to 44. Tea rose.

CAPACITY DAY VALUE:

Women's
Rayon Undies

Chemise, panties, stepins, bloomers or vests. Nicely tailored or lace trimmed styles. Regular size range.

3 For

\$1.00