

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.

You'll want one of these man-tailored shirtmaker frocks to wear this fall because of their paramount importance as a fashion first. Because the Celanese Alpaca, a fabric soft to the touch, will flatter your figure. Because the very simple shirtmaker lines, man tailored, are becoming and easy to wear. Because the bright football colors are grand for now and later on under your coat.



\$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, berets, 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.



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

\$16.75

—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.

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 siloons, 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.



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

REAL SILK
DeLuxe Hose

65c 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.

... and Saturday Is Your Last Opportunity to Take Advantage of
CAPACITY DAY* Savings!

*REGISTERED—By L. S. Ayres & Co.

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.

Women's 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.

Women's 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, \$5.00

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

Children's Union Suits, \$5.00

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

CAPACITY DAY VALUE!

Women's Rayon Undies

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

\$1.00

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