

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

*(REGISTERED)



Children's Sturdy
School Shoes
\$1.79
PAIR

Tomorrow is the time to get those new school shoes for Johnny and Jane. Oxfords or high shoes in brown or black and patent. Flexible long-wearing leather soles and rubber heels. A to C widths. Sizes 8 1/2 to 12. 8 1/2 to 3 in oxfords.



Boys' School Oxfords
\$2.49
PAIR
—Downstairs at Ayres.



Sweaters and Skirts

Play Roles of Major
Importance in the
Indianapolis Fashion World!

\$1.98
EACH

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

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

—Downstairs at Ayres.

Feet First Into Autumn in Smart New "Corliss" SHOES

At the
Surprising
Low Price of
\$2.99
PAIR



You're pointed in the right direction when you wear "Corliss" footwear. They're your assurance that you've the newest fall styles and treatments. The newest heel types, the newest leathers. Choose from one of our greatest selections of ties, pumps, straps and oxfords. Sizes 3 to 9, widths AAA to C.

Black
Brown
Combinations
High Heels
Medium Heels
Suedes
Low Heels
Ties
Straps
Oxfords
Pumps
Kidskins

—Downstairs at Ayres.

Girls', Sizes 10 to 16, Two-Piece Knit Dresses

\$2.29



All-wool knit dresses in lovely plain colors and mixtures with contrasting color trim. Sweater and skirt, smartly styled. Brown, rust, orange, blue, green and mixtures. Sizes 10 to 16.

Girls' Wash Blouses

\$1.15

Girls' smartly styled wash blouses in checks and dots. Short sleeve style. Sizes 8 to 16 in the group.

Girls' Skirts **\$1.15**

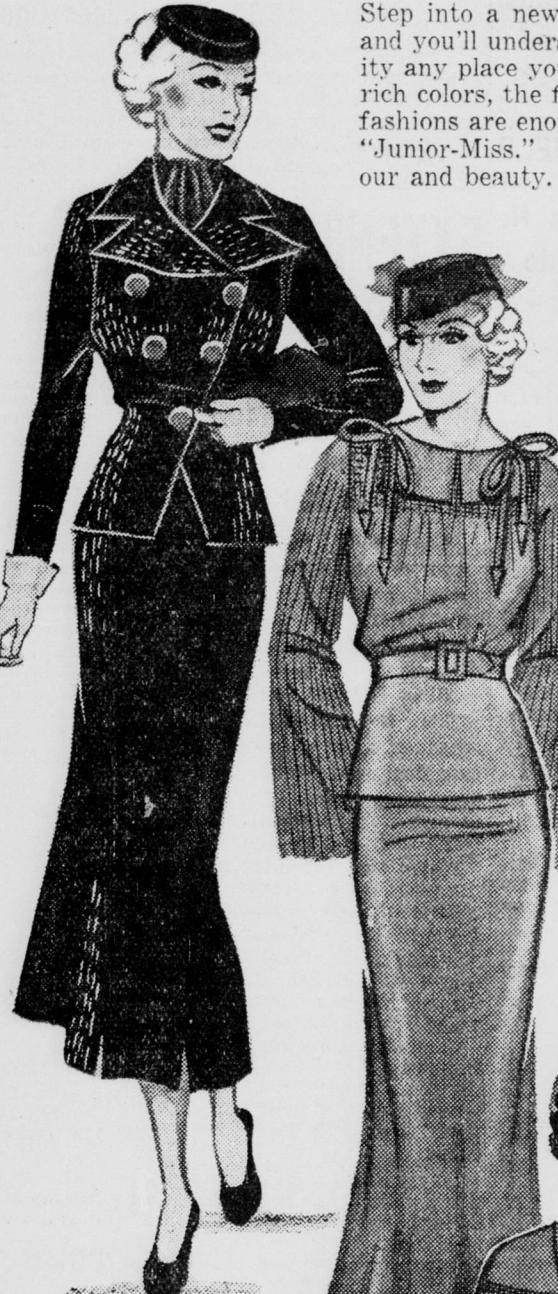
Part-wool skirts in waistband or bodice style. Pocket or button trim. Navy, brown, red and green colors. Sizes 7 to 16.

Girls' Wool Sweaters, **\$1.79**

Plain color wool sweaters with a zipper front. Blue, navy, wine or brown colors in sizes 7 to 10.

—Downstairs at Ayres.

New "Junior-Miss" Fashions That Cost Little—But Give Big Returns!



For Afternoon or
Informal Evening Wear
\$5.98 Left

Black crepe shot with cellophane thread and trimmed with bright red velvet buttons and scarf. Smartly tailored lines that bring out your best points. Size 17.

A Thrilling
Double Duty Frock
\$6.98 Right

Drop off the jacket and you have a sophisticated evening gown. This dress is of bright red crepe with accordian pleated sleeves and a shirred neckline. Size 16.

Downstairs at
Ayres Where
Correct Fashions
Are Less
Expensive!

Look Lovely
Please in
Rust Crepe
\$5.98
Left →

Smart for any daytime or informal occasion. The rust color is certainly becoming and the belt and button trim are unusual. A size 17.

A Dressy Shirtmaker
Style for Afternoon
\$6.98 →

The news about this dress is the metal cloth top on the black crepe skirt. A dress suitable for any and most all dress up occasions. Size 11.



Full Length Swagger
Sports Coat in Tile
\$16.75 Left

This full lined tile colored sports coat is very manly tailored and is as smart as a crack regiment. A size 18.

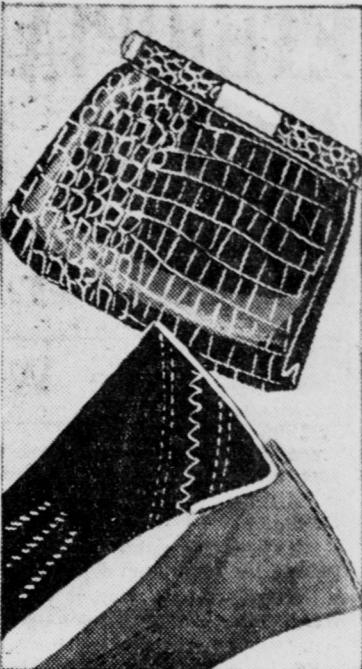
As Military as a
West Point Cadet
\$24.75 Right

The high upstanding collar of black caracul and the frog trim is as military as any West Point cadet. Its flattering youthful lines and unusual weave make this black coat the tops.

Fall Handbags

94c Each

Imitation leather bags, copied perfectly from more expensive models. A grand assortment of styles—pouches, underarms and top handle styles. Tailored or novelty types. Some with zippers.



Leather Gloves
\$1.98 Pr.

Genuine leather capeskins and imported lambskins in black or brown. One button or pullon styles. Sizes 5 1/2 to 8.

Fabric Gloves **69c**
Salesmen's samples and discontinued styles of higher priced styles. Washable novelty styles. All sizes.
—Downstairs at Ayres.



You'll Be as Pretty as a Picture in One of These Chic Fall Turbans

\$1.98

Turbans are always smart, for any occasion! Always easy to wear. And very, very individual! You'll find these new fall turbans in a great variety of styles and colors. Some with veils, fur trims, velvet trims and metallic trims. Some with peaked crowns. Every hat pretty as a picture. All headsizes for women and young women.

Black
Brown
Rust
Green
Purple
Blue
Gold
Silver
Wine
Hatters Plush
Metal Cloth
Velvets

—Downstairs at Ayres.

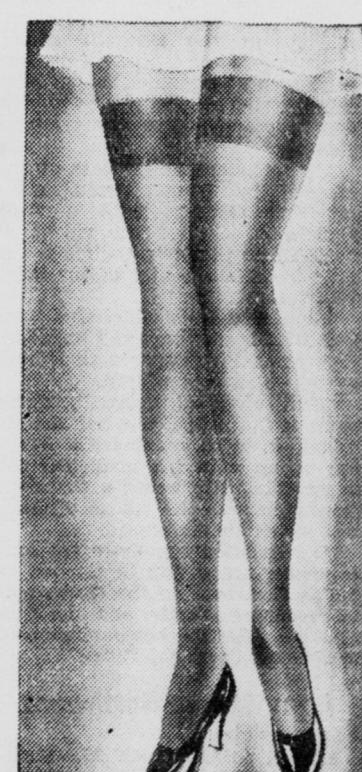
Lovely to Look At—Longer to Wear!

IRREGULARS of

REAL SILK De Luxe Chiffon Hose

65c PAIR

"Lovely to look at—longer to wear!" is a perfect theme song for our Real Silk Hose and it expresses truly, in just 7 words what you can expect. We might add a few other words, too, to complete the story. Very inexpensive. DeLuxe Chiffon Hose are sheer, clear and beautifully made. Protected by those 10 valiant guardsmen at points of wear to give you longer wear. In smart fall shades. Sizes 8 1/2 to 10 1/2.



—Downstairs at Ayres.

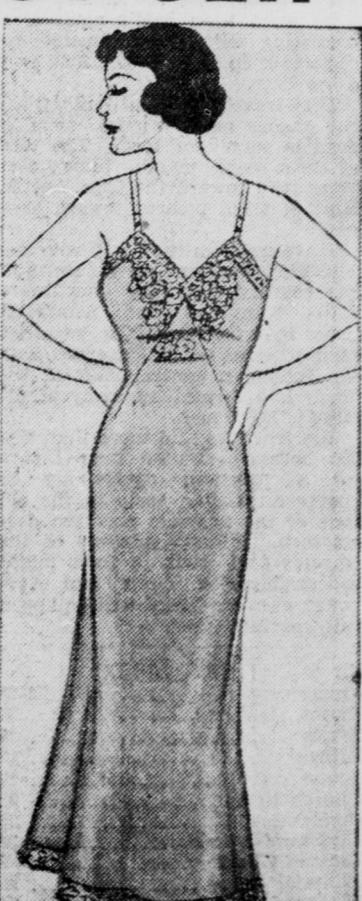
The PERFECT SLIP

Made to Our Order, of Durable
Crown-Tested Pure
Dye Velanne!

\$1.09
EACH

Guaranteed: A New Slip if the seams pull out or it doesn't Launder properly!

Crown-Tested — Laboratory tested for strength of fabric, washability and seamng. This, along with the guarantee makes The Perfect Slip a real value. 3 styles, built-up shoulder, California top with bias and 4-gore with straight embroidery. Sizes 34 to 44.



Bemberg Slips

\$1.39

A favorite slip with women because the bemberg is run-proof and the styles are smart. Choose from tailored styles in V or straight tops. Lace trimmed styles with straight top. Dark or light colors in sizes 34 to 46.
—Downstairs at Ayres.