

# The "BUY WAY" OF INDIANAPOLIS AYRES A DOWNSTAIRS STORE

★ REGISTERED ★



Radiantly Ready  
in Pink Taffeta  
(A) \$10.75

A trailing pink taffeta formal with a baby blue velvet girdle tied in a big bow behind. Size 17. Also black and blue taffeta formals.

Rich Jewel Tones in  
Blistered Matelasse  
(B) \$6.98

A dream of a dress for afternoon parties, dining or dancing at informal affairs. In rich jewel tones trimmed with jewel-toned buttons. Size 15.

## "Junior-Miss" Styles that Get You Ready for Dramatic Moments—Day or Night!

Step into a new "Junior-Miss" Fashion tomorrow and you'll understand the reason for your popularity any place you go. For the flattering lines, the rich colors, the fine fabrics of these coat and dress fashions are enough to inspire every clothes loving "Junior-Miss" and bring out anew all your glamour and beauty.

### Genuine Camels Hair Sports Coats

(E) \$16.75

Man tailored lines with raglan shoulders, slash pockets and leather buttons. A classic polo swagger style in size 17.

### Smart Plaid-Back Sports Coats

(F) \$10.75

A big husky plaid back sports coat. Raglan shoulders, full belt, double breasted type. Size 15.

F

"Dyed-in-the Wool"  
Sports Frocks  
(D) \$3.98

Every lassie will have her plaidie this fall. This dress has a velveteen jacket topping off a bright red and black plaid wool skirt. Size 13.



\$1.98

... Buys a

## Fall Hat

The Styles You Like...Priced as You Like Them!

If you want the newest styles! If you want the newest colors! If you want the latest fabrics! If you want to choose your new fall hat from a great, complete assortment! Then, you'll come to the Downstairs Stores' Hat Section where correct hat fashions are always less expensive. All headsizes!

—Downstairs at Ayres.



Walkable!  
Wearable!  
Comfortable!

## "Corliss" Shoes

Black  
Brown  
Straps  
Ties

\$2.99  
PAIR

Oxfords  
Pumps  
Suedes  
Kidskins

You're pointed in the right direction when you wear "Corliss" shoes. They're your assurance that you have the newest in fall styles and leather treatments, the newest heel types and smartest leathers. Choose from a large selection of new fall styles, straps, pumps, oxfords in suede or calfskins. All type heels. Sizes 3 to 9, widths AAA to C.

—Downstairs at Ayres.

*Tomorrow! A Great Selling of 3,600 Brand NEW...*

## "SHIRLEY TEMPLE" DRESSES

Choose Now for Immediate Wear or for Christmas Gifts  
While Our Stocks Are Complete in Color, Style and Size Range!

\$1.98  
EACH

Shirley Temple Sets the Style  
for Girls from 3 to 12 Years!

The new Shirley Temple dress styles for late fall and winter are ready. Adorable! Refreshing! Fascinating! That's what you'll say about Shirley—and about Shirley Temple frocks, too! These smart new fashions are ideal for Christmas gifts—each an authentic reproduction with a Shirley Temple label and a photograph of Shirley in the very same dress. Made by the well known Cinderella standards, too, with full sizes, French seams, generous hems and fabrics guaranteed to wash and wear.

*Sizes From 1 to 12 Years!*

A—A sweet barred dimity with embroidered dots and scalloped collar edged in contrasting color. In several lovely pastel shades. Sizes 3 to 6 1/2.

C—Note the puff sleeves, tiny buttons, and fine piping which lend individuality to this cunning dress of embroidered dimity. Bittersweet, Skipper blue, or maize. Sizes 3 to 12.

D—There are two rows of tiny buttons and a white collar trimmed with fagoting on this cute dress of printed Everfast dimity. In Copen blue, red, or navy. Sizes 1 to 12.

F—Plaids are very fashionable! Printed Everfast novelty pique in Copen blue, red, or navy. Sizes 3 to 12.

—Downstairs at Ayres.



B—A sweet little ruffled party frock of permanent-finish organdie daintily embroidered and beribboned. In maize, pink, pastel blue, or orchid. Sizes 1 to 12.



E—Pique voile with dimity collar trimmed with Irish lace. Note the shirred skirt. Sizes 3 to 6 1/2. Red and navy colors with contrasting dots.