

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

"Dark and Handsome"

Dresses

for the Back-to-School Movement!

\$3.98

In Our Junior-Miss Shop.



Slim, Trim Silhouettes that Pass Entrance Exams with Ease

You'll be a success in classroom and on the campus if you begin your journey to college in Ayres' Downstairs Store! You'll make your clothing budget performs wonders... yet you'll be "tops" in fashion. For instance: For only \$3.98 you can choose several beautiful dresses—dark ones, high in fashion, beautiful and serviceable. You owe yourself a visit to this complete-store-on-one-floor!

Sizes From 11 to 17

—Downstairs at Ayres.

AIR-COOLED



Go Forward With Fashion in a new...

Fall Hat

With Chic Forward Brim

Black
Brown
Navy

\$1.39

Scot Green
Brick Clay
Catawba Red

The newest fall hats have brims that lead FORWARD into fashion. They are, oh, so flattering—and many have a feather or other trimming device to add height. But forward brims are only one of the delightful new millinery fashions: There are high crowns, rollers, bretons and many casual styles. Choose yours tomorrow! Headsizes 22 and 23.

OTHER NEW FALL HATS, \$2.00

—Downstairs at Ayres.

We're Ready With Exclusive New

CORLISS

FOOTWEAR for FALL

- "Corliss Style" Shoes!
- "Corliss Tarsal Arch" Shoes!
- "Corliss Junior" Shoes!

\$2.99

For every fall costume there is a "Corliss" shoe designed to blend harmoniously with the ensemble. Dozens of smart and fashionable styles to choose from... round toes, square toes and medium toes... high heels, low heels and medium heels... and in all sizes from 3 to 9—AAA to B widths. Exclusive with Ayres' Downstairs Store in Indianapolis!

Suede
Kid
Roughies
Calfskin
Gabardine

Black
Tan
Brown
Green
Gray

—Downstairs at Ayres.



Start the Winter with a Fashionable NEW FUR COAT

Settle your Fur Coat question in short order... come to Ayres Downstairs Store tomorrow for a luxurious new, Fur Coat... at this amazing low price.. Styles prophetic of fall and winter 1936 and 1937 in silhouette! Choose from fitted or swagger styles in black sealine and brown lapin (dyed rabbit). These fashions are man-tailored by a maker who is famous for his expert fitting and styling... the heavy buck skins have long, fine hair and a high gloss and will give you worlds of service! Sizes for women and misses!

Buy NOW

on Ayres'

Convenient

Long-Term★

Layaway

Plan!

\$49.50



Sketched Left:

Black Australian dyed rabbit swagger coat with a Johnny collar. Fully lined for warmth. Size 18..... **\$49.50**

Sketched Right:

Black Australian dyed rabbit fitted coat with a Johnny collar. Sleek, long hair fur, smartly cut. Size 16..... **\$49.50**

SIZES:

14 to 20—For Misses

38 to 44—For Women

Sketched Above:
Black Australian dyed rabbit fitted coat with a lovely round collar. Note the graceful silhouette. Size 16..... **\$49.50**



DOWNSTAIRS
at AYRES
Where Correct
Fashions
Are Less
Expensive!

★ Ayres' Long-Term Layaway PLAN

Choose the coat of your heart's desire. A small down payment will be required, and equal monthly or weekly payments sufficient so that the Coat will be paid for in full by Nov. 1st.



SAVE on Everything
for Brand New Babies in
Our Annual

August SALE of INFANTSWEAR

Mothers... and mothers-to-be... will find great delight in browsing around our infants' department! It's COMPLETE in every respect—always! However, for the balance of this month you'll find heaps and heaps of the things Baby needs, at lower-than-usual prices.

BLANKETS—Receiving blankets in pink or blue check..... **15c**

BLANKETS—Wrapping blankets in white, pink or blue..... **29c**

QUILTED PADS—17x24-inch size, 29c; 17x18-in. size..... **15c**

DIAPERS—Flannelette or Birdseye, 27x27; first quality..... **98c**

BLANKETS—Wool crib blankets, 36x50, satin and moire-bound. Slightly irreg..... **\$1.59**

SHIRTS—Tie-style shirts, neatly tailored, 10% wool..... **39c**

SHIRTS—Double breasted tie-style shirts; cotton with rayon stripes..... **29c**

BINDERS—Cotton with rayon stripe; tie style..... **29c**

OUTINGWEAR—Flannelette gowns, gertrudes, or kimono; white trimmed with pink or blue, each..... **15c**

STOCKINETTE SHEETS—Thoroughly waterproof. Baseline size, 18x27, 29c; crib size..... **59c**

CRIB SHEETS—12x72-in. muslin sheets, made by Cannon; irregulars..... **59c**

(Pillowcases to match, 19c)

TOWEL SETS—Cannon knitted towel and wash cloth..... **59c**

DRESSES—Beautiful new hand-made dresses; embroidered; boy and girl styles in good variety; 6 months to 2 years..... **59c**

GERTRUDES—Hand made, hand scalloped..... **15c**

STOCKINGS—Fine quality, in white only..... **19c**

STOCKINGS—"Lucky Duck" rayon plaid hose; white..... **29c**

SACQUES—All wool; hand crocheted; pink or blue trim..... **59c**

Kuddler Keeps Baby Covered at Night

\$1.98 (Sketched at Top)

Kuddler is a clever combination of gown and blanket. It is heavy and warm; it confines baby to bed, but always plenty of freedom; hastens the dry habit. See it! You'll want several!

"CURITY"

Layettecloth Diapers

27x27 or 20x40 **\$1.59** Dozen

Slightly irregular, but guaranteed to give "first quality service!" Super-soft diapers that will wash easier, dry faster; no hems. A diaper that both baby and mother will appreciate. —Downstairs at Ayres.

