

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

* REGISTERED

"Dark and Handsome"

Dressesfor 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 perform 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-COOLEDGo Forward
With Fashion
in a new . . .**Fall Hat**
With Chic
Forward BrimBlack
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!



\$49.50

Buy NOW
on Ayres'
Convenient
Long-Term★
Layaway
Plan!Sketched Left:
Black Australian dyed
rabbit swagger coat with a
Johnny collar. Fully lined for warmth.
Size 18 . . . \$49.50Sketched Right:
Black Australian dyed
rabbit fitted coat with
a Johnny collar. Sleek, long hair fur,
smartly cut. Size 16 . . . \$49.50SIZES:
14 to 20—For Misses
38 to 44—For WomenSketched Above:
Black Australian dyed
rabbit fitted coat with a
lovely round collar. Note
the graceful silhouette.
Size 18 . . . \$49.50★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 blanks in pink or blue check . . .	15c
BLANKETS	— Wrapping blanks in white, pink or blue . . .	29c
QUILTED PADS	— 17x24-in. size . . .	15c
DIAPERS	— Flannelette or Birdseye, 27x27; first quality; dozen . . .	98c
BLANKETS	— Wool crib blankets, 36x36, satin and moire-bound. Slightly irregular . . .	\$1.59
SHIRTS	— Tie-style shirts, neatly tailored. 10% wool . . .	39c

SHIRTS	— Double breasted tie-style shirts; cotton with rayon stripe . . .	29c
BINDERS	— Cotton with rayon stripe; tie style . . .	29c
OUTINGWEAR	— Flannelette gowns, gertrudes, or kimonos; white trimmed with pink or blue, each . . .	15c
STOCKINETTE SHEETS	— Threeply waterproof. Bassinet size, 18x27, 29c; crib size, 27x36 . . .	59c
CRIB SHEETS	— 42x72-in. muslin sheets, made by Cannon; irregulars . . .	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

\$1.59 Dozen

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

—Downstairs at Ayres.