

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE



Luxurious FURS

Give That Fashionable Broad-Shouldered Look to These Lovely

New Cloth Coats

Styles for Casual Wear and for Dress Occasions

\$28

Never before have we offered such a widely diversified collection of "high fashion" coats... at such a low price! Every coat has "loads" of snap, and style, and QUALITY. There are Travel Coats of fabrics rich in color and pattern—with luxurious, big fur collars to keep you warm at football games, motoring and other sportswear. Also there is exceptional variety in the strictly dress-type coat—with furs of unusual quality, manipulated in new and interesting ways. Sizes for misses, women and juniors.

Other Cloth Coats \$10.75 to \$58

Use Our Long-Term Layaway!

Choose the coat you want! Make a small down payment and pay the balance in equal weekly or monthly payments sufficient to pay for the coat in full by November 1st.

—Downstairs at Ayres.

ABOVE — Travel coat with fullness in back; diagonal weave woolen in Burgundy. Extremely large wolf collar. \$28.

BELOW — Black dress coat, with the lustrous sealine fur manipulate to imitate a suit. Fits beautifully. \$28.

AIR-COOLED

New Fall Hats

Go FORWARD and UPWARD!

Big Selections for Only—

\$2 Each

The very smartest of fall hats move forward—or upward—or BOTH! So-o you'll find all versions of these lovely fashions in Ayres Downstairs Store's complete assortments. Many hats which are really not high, give the proper illusion by means of clever collapse draped effects, tall quills, etc. Berets, off-the-face models and tailored styles are also here in gay profusion.

Black Navy Browns Rust Catawba Scot Green —Downstairs at Ayres.



For Back-to-School! Girls Need Lots of SWEATERS

\$1.29 EACH

Give a girl a flock of sweaters for school wear and she's happy... more so, if they're chosen from this fine group! All-wool slipovers in dark and pastel colors. Also coat sweaters in wanted dark shades. Sizes 7 to 16 years.

—and SKIRTS **\$1.98**

Wool flannel skirts in newest fall styles and colors. Front or back pleats and flared styles; sizes 10 to 16. —Downstairs at Ayres.

Tomorrow! Another Shipment of Those Very, Very Clever

"Formflex" Dresses

WITH NEW FORMFLEX ADJUSTABLE WAISTLINE

\$1

Navy with White! Green with White! Red with White!

The smart polka-dot dress alone is a wonderful value at \$1—with its rows of smocking, its fresh white collar! But when you add the ADAPTABLE NEW FORMFLEX FEATURE, it's one of the most startling dress values we know of! We've sold Hundreds! As fast as we get a shipment—out they go! Hurry! Get YOURS early tomorrow! They're easy to slip on in a jiffy—just button the lastest waistband, button the 3 side buttons—and it's ON!



Bend, twist, stretch any way you please, the adjustable lastest waistline molds the dress to your figure in lovely slender lines, insuring perfect freedom of motion. Sizes 14 to 46 in the group.

Mail or Phone Your Orders—Call RI. 9441

—Downstairs at Ayres.

Thursday! A SALE of 1200 Pairs of Salesmen's Sample Gloves

Brand New Fall Styles

Made to Sell for \$1.00 **69c**

We bought 1200 pairs of salesmen's sample gloves from a well known maker—at a very substantial price reduction! Tomorrow you reap the profits of our "buy!" The lot includes double-woven fabrics, suede cloths, bengalines... in slip-on, novelty and cuff styles... all brand new for fall 1936.

Black Brown Navy Grey British Tan Green Wine Prune —Downstairs at Ayres.

35 New Fall Styles to Choose From!

American Girl

SILHOU-WELT SHOES

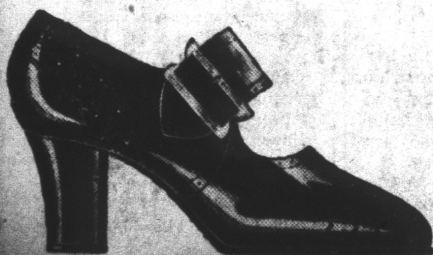
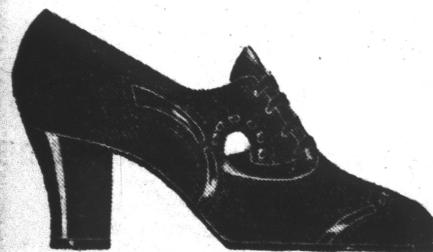
Exclusive with Ayres Downstairs Store!

\$4.95 PAIR

KID CALF SUEDE PATENT GABARDINE

This fall collection of American Girl Shoes stresses quality, superb workmanship, fit, service and the new 1936 styling for which American Girl shoes are distinctive year in and year out. You're going to hear a lot about suede and gabardine for fall, as well as your old favorites, kid, calf and patent... and we're ready to offer you in advance these "up and coming" fall fashions... in one of our greatest style assortments. Sizes 3 1/2 to 10—AAAA to EEE.

Pumps Buckles Low Heels Straps Black High Heels Ties Brown Medium Heels T-Straps Combinations Military Oxfords Navy Heels —Downstairs at Ayres.



Tomorrow! We Present Important Versions of the New Fall Fashion Picture!

Inexpensive Dresses

In An Impressive Array of Styles and Prices

Correct fashions for fall 1936 are definitely established—and Ayres' Downstairs Store has a representative assortment of each! Come in tomorrow and see the three new general silhouette types—one of them is sure to be "just made for you." There is the princess silhouette with new fitted lines—the Tunic silhouette, Persian in effect—and the Directoire, slim, trim and lovely.

RIGHT—Swishing taffeta in classic black—and the tunic is emblazoned with gold. A junior masterpiece! Only \$6.98.

BELOW—A green sheer crepe shot with cellophane threads—and trimmed with touches of white. A junior dress, ready for action. \$3.98.



ABOVE—Plaid wool dress, ideal for classroom. Plain tailored lines in the princess silhouette. Junior sizes. \$6.98.

RIGHT—Green crepe dress featuring the Persian tunic silhouette; follows the fashion for lots of braid trimming. Misses' sizes. \$6.98.

ABOVE—Rust is the color—in a fine soft crepe that lends itself perfectly to the exquisite Persian tunic silhouette; trimmed with black astrachan cloth; junior sizes. \$10.75.