

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

★ (REGISTERED)

Only 4 More Shopping Days Before School Opens



"Junior-Miss" Coat Fashions

Vital to College Life On or Off the Campus... Styles Right for You and Right for Your Budget!

Here is a correct coat curriculum for the fall and winter school term. A curriculum designed to take you fashionably, warmly and economically to classroom, the big games, and to dancing and dining at the club. We offer you complete selections of styles, colors and prices in the Junior-Miss Shop.



The Hats

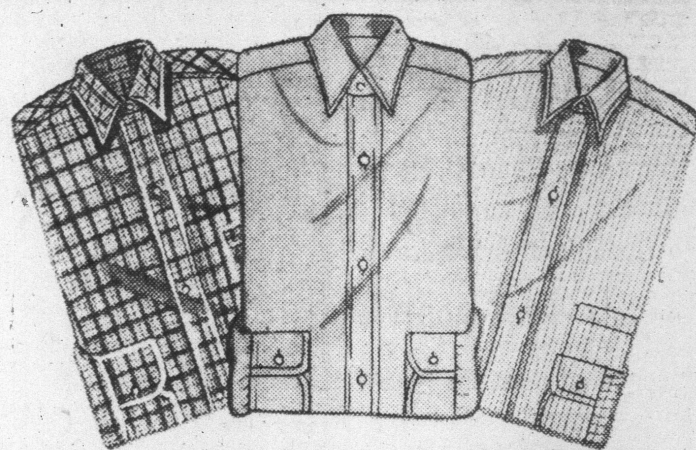
shown on these figures are sketched from stock. They're four of our outstanding Fall hat successes at \$2.00

A The moderate swag-gar, can be worn with or without belt. The face framing bulldog collar is of dyed fox. Size 13 \$28

B Hairy type plaid wool box swaggar in size 15. For campus and active sports wear. Fully lined for warmth. \$16.75

C Belted back sports coat in size 13. Double breasted full length style fully lined. In a dark brown fleece. \$10.75

D The Princess flare silhouette in a black "Vely-o-lour" velvety cloth topped off with a fitch collar. Size 13 at \$28.00



Boys' School Shirts

69c EACH

These school shirts are full cut and come in fast colors to give you the maximum amount of wear. In white, fancy patterns and plain colors. Well made and perfect fitting. Sizes 8, 10, 12 and 14½ to 14½.

Boys' Sweaters

\$1.98

New ¾ zipper front slipover sweaters or fancy back styles. Plaids, checks and stripes in various color combinations. Sizes 28 to 36.

Boys' Slacks

\$1.98

A pair of corduroy slacks goes into every school-bound wardrobe... and these are full cut collegiate styles in sizes 8 to 18. Plain colors. Side tabs.

Boys' Knickers

\$1.69

New fall styles and colors in boys' knit grip smooth weave cassimere knickers. Brown, gray and tan colors. Full lined. Sizes 6 to 15. —Downstairs at Ayres.



Back-to-School Fashions

To Make Girl Scholars Look Bright as New Dollars!

Look bright as a new dollar when you greet your teacher next Tuesday morning... and you'll just know you'll look your best in a smart outfit from Ayres Downstairs Store's Girls' Department. Our stocks are now complete with all the newest school-bound fashions... new sweaters, new skirts, new sports or fur-trimmed coats, new dresses and new hats. C'mon down and bring mother... show her what you want... show her how economical it is to buy in our Girls' Department.

Chubbie Size Dresses

Girls' Cinderella style Chubbie dresses. Sizes 10½ to 16½. Prints, plaids, stripes and solid colors. Fast colors. **\$1.15**

Girls' "Teen-Age" Crepe Frocks

Crepe acetate dresses in the new princess flare and tunic styles. In brown, dubonnet, navy and wine colors. Sizes 10 to 16. **\$2.98**

Girls' Twin-Sweater Sets

An indispensable for every wardrobe. These sets come in solid and contrasting colors. All-wool. Sizes 7 to 16 years. **\$1.59**

Girls' Wool Flannel Skirts

New flare styles, new front and back pleat styles. All-wool flannel in newest colors. Sizes 10 to 16 years. **\$1.98**

Girls' Fur-Trimmed Coats

Miss 7 to 14 wears this beautiful novelty all-wool check coat with dyed raccoon collar on the first wintry day. Also wool fleeces. **\$9.85**

Girls' All-Wool Ski Suits

Neva-wet ski suits with button or zipper coat. The ski pants have double-knee patch. Plaids and solid colors. Sizes 7 to 16. **\$6.95**

Special Sale!

5,000 Pairs Full-Fashioned Ringless Chiffon Hose

59c PAIR

Irregulars

(2 prs. \$1.10)

Just at the start of the fall season when you're planning your new wardrobe, we offer you important savings on sheer chiffon full fashioned stockings in the new fall colors. They're made by a large maker of full fashioned hose widely known for quality and service. In a complete selection of new fall colors in sizes 8½ to 10½

—Downstairs at Ayres.

Tomorrow at 9:00!

Sale of "Durette" Bemberg Slips

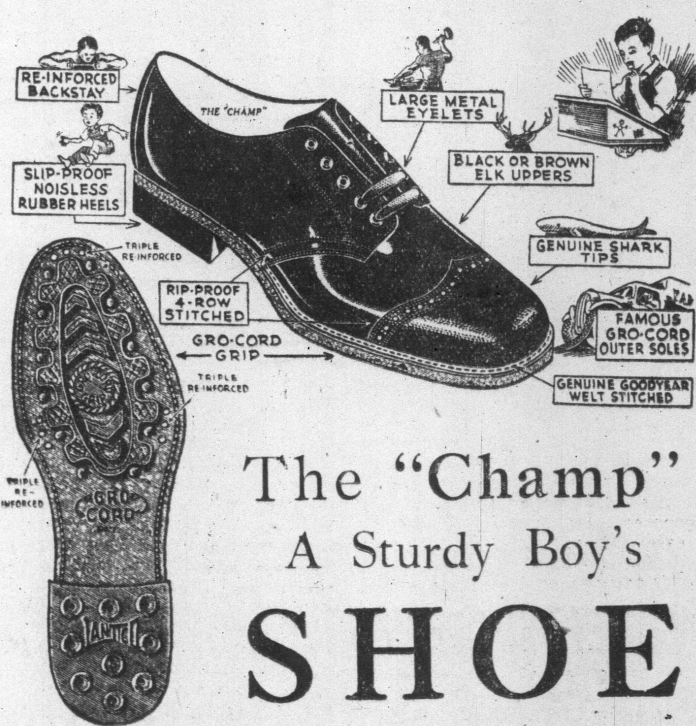
Discontinued Numbers of Our Regular \$1.00 and \$1.19 "Durette" Bemberg Slips

- Lace or Tailored Styles!
- Panel Fronts! Some Brassiere Top Styles! Adjustable Straps!
- Light or Dark Shades!
- Sizes 34 to 44!

79c EACH

Here is a value that will make your trip downtown worthwhile. We secured 1200 long-wearing "Durette" Bemberg slips at great savings because the styles were discontinued by the maker. Some light colors, but mostly in dark shades, but not in each size.

—Downstairs at Ayres.



The "Champ" A Sturdy Boy's SHOE

Built to Take Punishment... Tough as a Tire... Defies Wear and Weather Alike!

The "Champ" is a sturdy, well built boy's shoe... with 10 points of superiority (count them in above drawing)! They come in black or brown colors with shark tips and long wearing Gro-Cord outer soles that'll wear like a cord tire. They have genuine Goodyear welt stitched soles... triple reinforced at toe and shank. Sizes and widths to insure proper fit... 12 to big 6, B, C, D widths.

—Downstairs at Ayres.

\$1.99 PAIR

Last Few Days! Sale!

Seulean Shoe Stock

For Men, Women and Children—Bought at Savings Up to 50%!

Mr. Seulean at 2214 Shelby Street, Indianapolis, sold the lease to his building and quit business. We bought his entire stock of nationally famous shoes for men, women and children at savings up to 50% on the dollar. All the stock has been subject to prior selling... therefore the quantities are small.

Sample SALE!

Upholstery and Drapery Fabrics

Show Room and Decorators Samples in Many Weaves, Colors and Fabrics!

Ready tomorrow—5000 pieces of Drapery and Upholstery fabrics in almost every color and fabric... chintz, printed linen, damask, tapestry, Velours, Novelities and mouquettes. You'll find dozens of uses around the home, for these samples... and they also make practical gifts when finished as chair seats, pillow tops, table mats or laundry bags! In a variety of sizes... and many pieces can be matched up! Priced "way below" "par" value!

at **10c** Each

An attractive group of chintz and other fabrics in approximate 24x36 and 24x24 inch samples. Blues, greens, reds, browns, tans, yellow colors in a big assortment of unusually handsome patterns. Suitable for many uses.

at **39c** Each

This is divided into 2 big groups of beautiful samples. 1. 1000 pieces of upholstery fabrics in all colors and types. Approximate 24x24 inch widths. 2. Printed linens in handsome patterns. Approximate 24x48 inch pieces.

at **19c** Each

This is divided into 3 groups. 1. Chintz pieces in approximate 24x48 and 36x45 inch pieces. 2. Fancy velour and other piled fabrics, suitable for pillow tops. 3. Fine printed linen pieces in 24x24 inch lengths (approximate).

at **59c** Each

This is our finest group, but the quantity is limited to 40 extra large pieces of fine printed linen in approximate 48x48 inch squares. Mostly one-of-a-kind patterns and colors and usable for covers, table covers, scarfs, etc.

—Downstairs at Ayres.