

# The "BUY WAY" OF INDIANAPOLIS

## AYRES DOWNSTAIRS STORE

(REGISTERED)

You Get Perfection—  
In Furs—In Styling—and In  
Quality at This Low Price!

### New Fur Coats

\$49.50

Buy NOW on Ayres'  
Convenient Long-  
Term \* Layaway Plan!

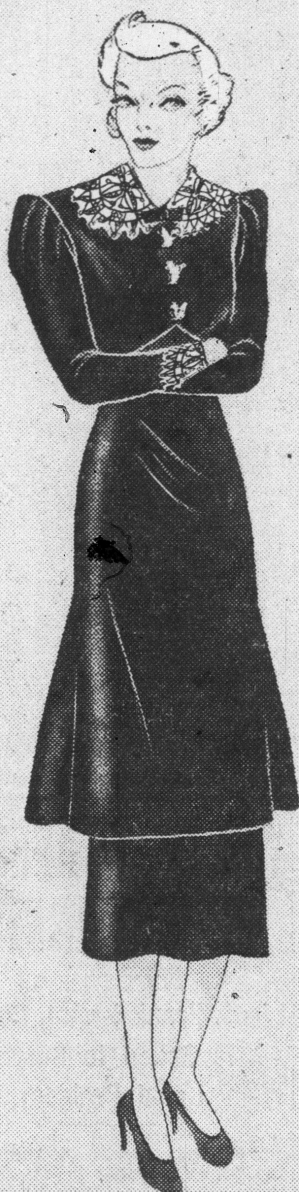
This is addressed to all women who have not yet purchased their winter coat! Settle this coat question now... come to Ayres Downstairs Store for the fur coat of your dreams... a fur coat that is your assurance of quality... fashion rightness and serviceability. These coats are man-tailored... the heavy buck skins, in either black or brown, have long fine hair and a high gloss, and will give you worlds of service. Sizes for women and misses... 14 to 20 and 38 to 44.

\*Ayres Long-Term Layaway Plan—A small down payment, and monthly or weekly payments sufficient so that the coat will be paid in full by Nov. 1.

—Downstairs at Ayres.



BELOW—Black tunic dress with white collars and cuffs. Wear this to the Friday night dance or to the show Saturday night. A size 13 .....\$3.98



BELOW—A grand style adaptable for any occasion. This is a dark green crepe tunic trimmed with brown satin and glittering jewel ornaments at neckline. A size 16 \$3.98



ABOVE, CENTER—Coeds wise wear this plaid wool dress to the game and keep warm as toast. Size 14 .....\$3.98

LEFT—Classroom, campus, dancing or evening parties will bring out this blue green crepe in size 18. ....\$3.98

ABOVE, RIGHT—A darling wool crepe in navy with red stripes forming geometric squares. Size 11 at .....\$3.98

Picked for Style—for Fabric and Color  
Smartness... and for Low Price!

### "Junior-Miss" Dresses

For Every Phase of College Life!

Here are five ways to translate School Day needs into bright young fashions. Here are 5 styles packed with versatility and wearability and with a price that appeals to your ideas of true economy. You'll find a tremendous selection of the newest fashions for fall Downstairs at Ayres for every campus all points North, East, West and South.

Sizes  
14 to 20

\$3.98

Sizes  
11 to 19

—Downstairs at Ayres.



### Antelope Suede\*

Stages a Triumphant Return to  
the Head of Every Smart Woman!

Suede, wearable with an infinite number of costumes comes back strong this fall! We present 3 of the outstanding new fall hat styles in soft, drapable suede... you'll find many others waiting for you Downstairs at Ayres. Choice of turbans, brims and off-the-face styles. Navy, black, brown, gray and just colors.

\$2.00

—Downstairs at Ayres.

UNBELIEVABLE!

### Handmade SLIPS

For  
Only— \$1.39 EACH

Lavish With Lace & Embroidery... Of Exquisitely Fine, Dull, Matt Rayon Crepe... the First Time, to Our Knowledge, You Can Buy a Hand-Made Rayon Slip at Any Price!

These slips were made to our order for all of you who like the long-wearing qualities of rayon, but also appreciate the delicate loveliness, the entrancingly feminine look of handsome underthings.

EVERY STITCH BY HAND—Even the seams are hand-sewn, which means less bulkiness.

FULL CUT THROUGH HIPS—Measure 4 inches wider at hips than at bust, as all fine slips should.

LACE IS EMBROIDERED ON—And every slip is finished with dainty shell-stitching.

SIZES AND COLORS—Straight or V necklines in petal pink and in sizes 32 to 42.

—Downstairs at Ayres.



A. Green suede square toe tie with boulevard heel with red and white stitchings, \$2.99. Green felt hat, beret type, \$2.00. Small green suede bag with silver frame, \$1.00 and green suede slipper gloves, \$1.59.

B. Blue buck ghillie tie. Square heels and round toe. \$2.99. The hat is a blue felt at \$2, the gloves are navy slippers of washable fabric at \$1.00 and the bag is a luggage tan tophandle at \$1.00.

### For Every Fall Costume There's a Smart NEW CORLISS SHOE

Black, brown, blue, green—Fall's four most important colors—come to town in Corliss footwear for fall. Here we show you just 8 smart Corliss shoe fashions from over 35 different styles... and here we attempt to show you what hat, bag and glove "Goes-With" each shoe. Choose from kid, calf, patent and suede leathers in a complete size selection from 3 to 9 and widths AA to B.

\$2.99  
PAIR

... and Please, PLEASE Remember:

Other "GO-WITH" ACCESSORIES Are Here in  
Great Profusion—Hats, \$2; Bags, \$1; Gloves, \$1-\$1.59

1. Gray buck trimmed with alligator. A Corliss Junior shoe that'll be smart on any campus... \$2.99

2. A Corliss Tarsal Arch shoe with cinnamon brown suede toe and dark brown calf uppers... \$2.99

3. T-Strap cut-out sandal in black suede with boulevard heel. A style perfect for wear anywhere. \$2.99

4. Black suede wide one-strap Corliss Tarsal Arch shoe with patent leather inserts... \$2.99

C. Black suede pumps with square toes and heels, \$2.99. The black felt hat, \$2. The gloves are black suede slippers at \$1.59 and the black suede pouch bag is cleverly designed, \$1.00.

D. Brown buck Corliss Junior shoes with low heels and white stitching, \$2.99. Brown felt brim hat, \$2. Brown simulated alligator bag with top handle, \$1.00 and washable brown fabric gloves, \$1.00.

