

# The "BUY WAY" OF INDIANAPOLIS AYRES A DOWNSTAIRS A 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.



## 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 rust colors.

—Downstairs at Ayres.

**\$2.00**

This is a  
fine quality  
soft suede  
skin.

## 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.

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

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

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

—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

**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.



**A.** Green suede square toe tie with boulevard heel with red and white stitching, \$2.99. Green felt hat, beret type, \$2.00. Small green suede bag with silver frame, \$1.00 and green suede slippers, \$1.50.

**B.** Blue buck ghillie tie. Square heels and round toe, \$2.99. The hat is a blue felt at \$2.00, the gloves are navy silks of washable fabric at \$1.00 and the bag is a luggage tan tophandle at \$1.00.

**1.** 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 junior 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 Tarsal Arch shoe with patent leather inserts... \$2.99

**C.** Black suede pumps with square toes and heels, \$2.99. The black felt hat has a veil, \$2.00. The gloves are black suede silks at \$1.50 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, \$2.00. Brown simulated alligator bag with top handle, \$1.00 and washable brown fabric gloves, \$1.00.