

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

(REGISTERED)



1. Dashing Plaid Wool Dress for Wear Under Dark Coats ..... \$5.98

You can wear this scotch plaid without a coat the first fall days and with your sports coat during the winter. Miniature footballs are used for buttons. Size 15.

2. A Light Weight Fashion Champion in Wool ..... \$10.75

Trimmed with fur . . . and that is fashion news. This light-weight wool comes in a rich golden color with a moderate flare to the skirt and shoulder interest. A size 14.

You Can Always Choose . . .  
from many coats, suits and dresses in YOUR size in Ayres Downstairs Store. Our assortments are always varied, fresh and up-to-the-minute in style. Come in any time and be sure of finding your size.

## Swing Into Fall With New Fashions!

Glorious New COATS and DRESSES at PRICES GLORIOUSLY LOW!

3. For Hard Wear . . . A Camel's Hair Swagger Coat ..... \$16.75

A 100% camel's hair swagger coat that's versatile on or off the campus, and it'll make an ideal coat for business or street. Fully lined. A size 16.

4. Detachable Fur Cape on Black Novelty Wool . . . A Fashion Hit ..... \$28.00

This Junior-Miss black fur trimmed coat with detachable cape of lapin (rabbit) is a fashion success for every hour of the day. A size 13.



5. Half-Size Fur-Trimmed Coat With Color and Fabric Interests ..... \$38.00

Fashion news is the rough weave of the fabric . . . and fashion news is the color of GREEN with brown Beaverette collar (dyed rabbit). Size 20 1/2.

6. For Going Places and Doing Things —A Plaid Back Swagger ..... \$10.75

Because it's warm and very smart choose this blue-gray swagger made like a man's topcoat, for college activity. A size 15.



7. The Fur-Trimmed Coat Showing the New Princess Flare ..... \$28.00

Or you can wear it with a belt and change the silhouette. The bulldog collar is fashion news and the red novelty weave fabric is a bright fall "hit" color. Size 13.

8. For a Brilliant Week-End Party Away From the Campus ..... \$3.98

This black crepe dress has velvet sleeves and gleaming rhinestone brilliants. The swinging skirt catches the mood of autumn in every detail. A size 12.

9. Black Crepe "Swingin" Tunic Dress for Week-End Dates ..... \$6.98

A grand date dress for campus dances or informal dining and dancing out. The swing tunic and wide braid trim is flash, fashion news. A size 16.

## We're Open ALL DAY Saturday

From 9:00 A. M.  
to 5:30 P. M.



The First Requisite for Back-to-School Is Plenty of Skirts, Sweaters and Blouses

\$1.98  
EACH

THE SWEATERS—All-wool zephyr long sleeve sweaters with round, club collar, crew neck and Brooks style. In all the new fall colors. Sizes 34 to 44.

THE SKIRTS—All-wool plain color or checked flannels. Choice of a big style selection in sizes 24 to 32.

THE BLOUSES—Silk blouses in dress or sport styles. In a wide range of lovely fall colors. Sizes 34 to 44.

—Downstairs at Ayres.



IT PAYS TO BUY QUALITY HOSE!

Irregulars of

### REAL SILK Chiffon Hose

Why pay more than 69c for your silk stockings . . . when you can purchase, at this low price, a beautiful DeLuxe chiffon stocking bearing the famous REAL SILK label? A stocking that will give you unrivaled service . . . because they're made with the exclusive Real Silk features. Sizes 8 1/2 to 10 1/2.

NO MAIL OR PHONE ORDERS!

69c  
PAIR  
—Downstairs at Ayres.



## Black Hats

Catch the Autumn Mood . . . and Rise to New Heights in Chic!

\$2.00

Black, the "hit" color, combined with the new high crown effect, and serviceable felt achieves fall smartness to the nth degree. These three versions of the autumn mode are tremendously important for wear right now with your new black outfit.

—Downstairs at Ayres.



We're Ready With Over 35 Exclusive New Fall Styles in

## CORLISS SHOES

• "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!

BLACK  
KID  
ROUGHIES  
CALFSKIN  
GABARDINE

TAN  
GREEN  
GRAY

—Downstairs at Ayres.



## The "Round 'n' Round" Foundation Garment

Helps You Achieve the Round Bust Line and the Smooth Silhouette!

The change in the silhouette is so drastic this fall that you just have to have a new foundation garment. We present the "Round 'n' Round" to help you achieve that silhouette. A two-way stretch all-in-one with brassiere section of lace and elastic straps. Sizes 32-34-36.

\$1.39

—Downstairs at Ayres.

