

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

(REGISTERED)

Dress Up Fashions That Promise You Sophistication and Save You Money!



A. Black Lace With Colorful Velvet Sash \$10.75

Lace, the darling of the fashion world this fall, is touched off with unexpected color . . . a bright purple and red velvet sash. Swing skirt, rhinestone clip. A size 20.

B. Gray Wool Tunic, Chic, New, Flattering \$12.95

Flecked with green, red and black wool candlewick dots to pep up the grey of the dress. It'll fit well, and look grand under your black cloth or fur coat. A size 18.



C. Black Wool Suit Dress With Fur Fabric Trim \$6.98

A "dyed in the wool" fashion . . . and this 2-piece suit dress will give you worlds of service. Note the fur fabric resembling Persian lamb, the button and pocket interest. A size 11.

D. The "Swing Time" "Betty Shaw" Tunic Dress \$6.98

Black, white and green braid is the fashion news about this swing tunic. An exclusive "Betty Shaw" Fashion, youthful, chic and inexpensive. This comes in green crepe. Size 20.

Active Women Acclaim These New, Long-Wearing

Strydfree

BEMBERG Combinations

\$1.00

Strydfree combinations have specially made crotch construction and are custom made for form and fit. One-piece brassiere top with adjustable shoulder straps, band or flare knee. Tearose color. Sizes 32 to 40.

Reg. U. S. Pat. Off.

—Downstairs at Ayres.

It Pays to Buy Quality Hose—That's Why So Many Women Choose

REAL SILK

DeLuxe Chiffon Hose

69c Substandards
Pr.

You'll find that Real Silk De Luxe Chiffon Hose will wear longer and are superior in sheerness and beauty because they're protected by 10 guardsmen at all points of wear. Tomorrow we're ready with a brand new assortment of fall colors and sizes from 8½ to 10½.

No Mail or Phone Orders!

—Downstairs at Ayres.



New Handbags
In Your Favorite Style and Color

Simulated leathers in alligator, pin seal, calf, rough grains and morocco. Top-handle styles, envelopes, pouches and under-arm types. Big, roomy styles or small compact styles. Blacks, browns and colors. All copies of higher priced styles.

\$1.00
EACH

—Downstairs at Ayres.

A Handful of Chic!

Fabric Slipons

Get yourself a handful of chic tomorrow. We've one of our nicest selections of double woven fabric and bengaline slipons with plain or novelty cuffs. Washable styles. Black, brown, navy, blue, gray, wine and green colors. All sizes.

\$1.00
PAIR

—Downstairs at Ayres.

SEE PAGE 15 FOR MORE "BUY WAY" NEWS



"ROLLEM" — Any Way!

\$2.00

"Rolle" — is a grand felt hat—created and worn by Joan Marsh, motion picture star. Beautifully simple . . . it rolls to "become" your particular "cast of countenance." Choice of 9 different colors in sizes for women and misses, 21½ to 23. Here we show you 5 different ways to roll your own . . . you'll discover the rest!

—Downstairs at Ayres.

To Give Your Feet That New Silhouette—Choose

CORLISS SHOES

- Corliss Tarsal Arch Shoes!
- Corliss Style Shoes!

\$2.99
PAIR



TOE HAM

COME IN TOMORROW
FOR NEW WALKING FASHIONS . . .
shoe fashions that have
that new silhouette. Corliss offers you over 30 different styles in choice of kid, calf, suede and patent leathers with all type heels.

Sizes 3½ to 9½

—Downstairs at Ayres.



QUALITY and FASHION Join
Hands and Bring You This
Aristocratic Collection of New

COATS

Resplendent With FUR

\$28.00



TOMORROW we're ready with this dramatic presentation of Furred Coats embodying new 1937 fashions . . . new fabrics . . . new silhouettes . . . and luxurious fur trims.

This season choose your new coat from this budget-priced collection . . . "swing" styles, flared styles, fitted styles, s w a g g e r styles, princess styles. For women, for misses, for the junior-miss.

Sizes:

11 to 19

14 to 20

38 to 52

Downstairs
at Ayres
Where Correct Fashions
Are Less Expensive!