



AYRES • DOWNSTAIRS • STORE

SUMMER STORE HOURS: Daily, 9:30 to 5:00—Saturday, 9:30 to 1:00

*THE "BUY-WAY" OF INDIANAPOLIS

* (REGISTERED)

BLACK

Is Fashion's Classic Color for Now and Fall!

New Daytime Black Dresses

\$3.98

BLACK for classroom wear! BLACK for business wear! BLACK for afternoon! Wherever you go—whatever you do . . . BLACK is the color you'll wear most effectively. And you'll effect great savings, too, if you'll choose your black dress from this splendid collection. There are two-piece styles, boileos, jacket frocks, becoming flared skirts, and tailored straightline modes. Many have zipper closings, pique collar and cuffs, lace trims and braid trims.

Black Alpaca Black Matelasse
 Black Romaine Black Ganessa Crepe
 Black Satins Black Taffeta

Other Fall Dresses, **\$3.98**

Many other beautiful dresses are in our new fall collection at this low price. Included are styles in brown, green, rust and mahogany! Models for every daytime occasion, including afternoon party wear. Be sure to see this assortment of new fashions tomorrow!

Sizes 11 to 17 and 14 to 20 for Juniors and Misses

—Downstairs at Ayres.



The NEW American Girl

Shoes for Fall

... Are Here in Glorious Variety

\$4.95 AND \$5.50

Always, American Girls have been QUALITY shoes . . . BEAUTIFUL shoes—but our new Fall line far surpasses anything we've offered before. There's a greater variety to choose from—every one an authentic, approved FASHION. And the workmanship is incomparable! Following the trend for Fall, American Girl shoes come in a wide range of styles in suede and gabardine—as well as other leathers. They are as light and dainty as a dancing slipper—yet strong and sturdy as a walking shoe—just try them and you, too, will be enthusiastic. Choose from straps, ties, oxfords and sandals at \$5.50; and pumps at \$4.95.

Exclusive With Ayres Downstairs In Indianapolis

• Black
 • Brown
 • Green
 • Burgundy
 • Suede
 • Gaberdine
 • Kid
 • Calf

Sizes 4 to 9
 AAAA to D

• Straps
 • Oxfords
 • Ties
 • Sandals
 • Pumps *

*PUMPS are \$4.95; other styles are priced at \$5.50.

Illustrations of various American Girl shoe styles including straps, ties, oxfords, and pumps, some with bows or buckles, arranged around a central figure of a woman in a dark coat and hat.

Choose Exciting New Fashions In Our Advance Selling of

FUR COATS

Swaggers, Princess and Semi-Fitted Styles—In the New Boxy Silhouette—with New Round Collars!

\$58

Tomorrow prepare to settle next winter's fur coat problem—once and for all! Come to Ayres' Downstairs Store prepared to be thrilled over the new Fur Coat fashions. At considerable savings, considering the trend of today's fur market. Choose from Swaggers, Princess and Semi-fitted styles in Kid Caracul, Sealine (dyed rabbit) and Beaverette (dyed rabbit). These coats are all made of very fine quality pelts and by expert tailors. Every lining is guaranteed for two years and the colors are guaranteed not to fade. Sizes for women and misses—14-20 and 38-44.

Two Easy Methods of Buying Your Coat

No. 1—Ayres' Long-Term Layaway plan. Small down payment, balance in small payments until coat is paid for in full, next October or November.

No. 2—Charge your fur coat to your October bill. Payable by November the first. In the meantime your fur coat will be stored without cost to you.

Downstairs at Ayres.

Don't Forget! Your New Fall Outfit Needs the Magic Touch of a

New Handbag

A Fine Group of New Fall Styles at—

\$1.00

Choose a contrasting color to "go with" every dress in your fall wardrobe! You can easily afford this fashion treat if you choose from this low price group! New bags are arriving daily to make your selection easier. There are large roomy styles, medium and small collegiate sizes—simulated alligator, seal and calf grains.

BLACK
BROWN
GREEN

NAVY
WINE
GREEN

Downstairs at Ayres.



You KNOW You're Right In Quality and Fashion

KAYSER GLOVES for Fall
In Clever New Fashions

\$1.00

You don't need to be "sold" on KAYSER gloves! You know they're "tops" in quality and fashion! But we DO want you to come in and SEE THE NEW FALL STYLES . . . they are the loveliest we've seen for a long time. You can choose from new fabrics with leather trim, in the new Basquette weave and the new Kayspuns. In tailored, dress and sports types.

BLACK
BROWN

NAVY
WINE
SMOKY GRAY

GREEN
CHANDRON

Downstairs at Ayres.