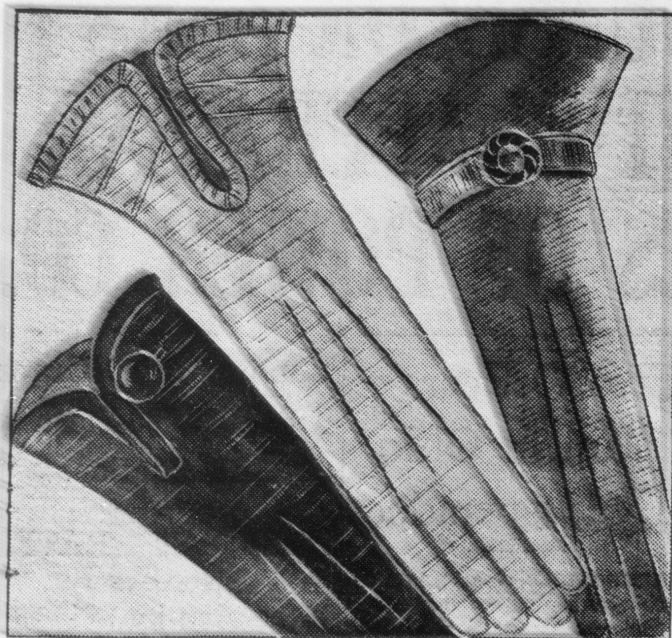


# The "BUY WAY" of Indianapolis

## AYRES A DOWNSTAIRS A STORE

(REGISTERED)



### Sale! Salesmen's Samples of FAMOUS NAME Fall GLOVES

• Black  
• Brown  
• Navy  
• Green

**59c** PAIR

• Chaudron  
• Shorties  
• Slips  
• Cuff Styles

One of your most important accessories in the fall fashion picture is sale priced tomorrow! These are salesmen's samples and discontinued styles of fall gloves. Made by a famous maker... we cannot mention the name in print because of the extraordinary low sale price. Made of bengaline and novelty weave materials in all the smart fall colors and styles. Sizes 5½ to 7½.

Downstairs at Ayres.

## We're Open ALL DAY

### Tomorrow [SATURDAY] From 9:30 to 5:30



A Good Handbag Is Very Important  
To Every Woman's Wardrobe!

### Smart Fall Bags \$1.00 EACH

A smart handbag for fall is as necessary for the success of your costume as your shoes or hat. So why not select your bag from a great selection of the very latest styles. Small bags, medium size bags, large size bags, roomy, luggage type bags in simulated leathers of smooth or rough grains. Colors in the group are navy, brown, black, wine, dark green and dark brown.

Downstairs at Ayres.

Breeze Into Fall's Busy Days With The Pick Of These

## New "Junior-Miss" FALL FASHIONS

Little Sizes at Little Prices!

Our "Junior-Miss" Shop is one of the busiest shops in town. For all Indianapolis has discovered that we have the talent to pick the fashion winners, the newest and zippiest. To prove our point here we show for your approval 5 stars destined to reach the peak of fashion prominence this fall. They show you what's new in silhouette, in exciting detail, in color and fabric interest. Sizes from 11 to 17 and 12 to 20. Priced so you can afford them!

Downstairs at Ayres  
Where Correct Fashions  
Are Less Expensive.



A. Bridge the season  
in Black With White  
Embroidery \$6.98

A black gamsa, crepe two piece effect. To wear now and later under a coat this dress is about unbeatable. White embroidery work used as trim. Size 12.

B. To Rush Party Teas in  
Brown Alpaca \$6.98

So simple, yet so very becoming to the figure. Wear it everywhere. An accessory dress in size 11.

C. Two-piece Dress in Dark  
Brown Crepe \$6.98

A "honey" of a dress that can be worn day-'n'-night. Trimmed with white pique with a vivid bright green patent belt and bow. Size 11.

D. A Travel Costume That  
Knows Every Trick \$10.75

Vacation still-ahead, then this will make a grand travelling costume. After you return it will be in tune with current fashion trends. In dark green. Size 11.

E. The Black Wool Suit  
Dress \$16.75

The perfect dress for fall. The coat is trimmed with Persian Lamb fur fabric. The dress itself has zipper closing. Size 14.



Saturday—Ayres Downstairs Store Is The First  
In Indianapolis To Present What We Believe To Be  
The Outstanding Achievement In The Coat World

## "Caracuna" Fur Trimmed Coats

\$38.00



Made by the Maker of  
Our Famous "Rain-y-  
Shine" Sports Coats!

WHAT IS "CARACUNA"—"Caracuna" is a new nubby knitted wool boucle fabric made by the Commodore Mills, the same mill that makes our Twisted Boucle Tweeds. It's warm, wearable and drapable.

You'll Like These Coats Because—

- They're beautifully styled!
- They fit correctly!
- They're tailored by expert coat makers!
- They have the "Neva-Roll" front. Coat will maintain shape during life of garment!
- Ideal for extreme cold weather. Each coat fully lined and interlined!
- Each coat lined with "Satin de Sylva" of Crown tested rayon!

COLORS—SIZES—Black, brown, green and wine colors. Sizes for all women, 12 to 20 and 38 to 44 in group!

FUR TRIMS—Krimmer, Caracul, Vicuna, Blue Fox, Pieced Persian, American Grey Fox, Marmot, French Seal, French Beaver, Cross Fox and Skunk.

Downstairs at Ayres.