

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE



Sale! Salesmen's Samples of
FAMOUS NAME
Fall GLOVES

• Black
• Brown
• Navy
• Green
59c PAIR

• Chaudron
• Shorties
• Slipons
• 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 hemline 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!



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-in-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 traveling 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.

Downstairs at Ayres
Where Correct Fashions
Are Less Expensive.

C. E.

D.

B.

A.

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-R-
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, wear-
able and drapable.

You'll Like These Coats Because—

- A. They're beautifully styled!
- B. They fit correctly!
- C. They're tailored by expert coat makers!
- D. They have the "Neva-Roll" front. Coat will main-
tain shape during life of garment!
- E. Ideal for extreme cold weather. Each coat fully
lined and interlined!
- F. 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.