

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

* (REGISTERED)

*Tomorrow at 9:30 . . . Ayres Downstairs Store Announces the Arrival of
3 New Members of the Betty Shaw Hosiery Family*



Go "Through-the-Day" in Style!

2-Pc. "Classic" KNIT Dresses

\$3.00

ALL-WOOL!

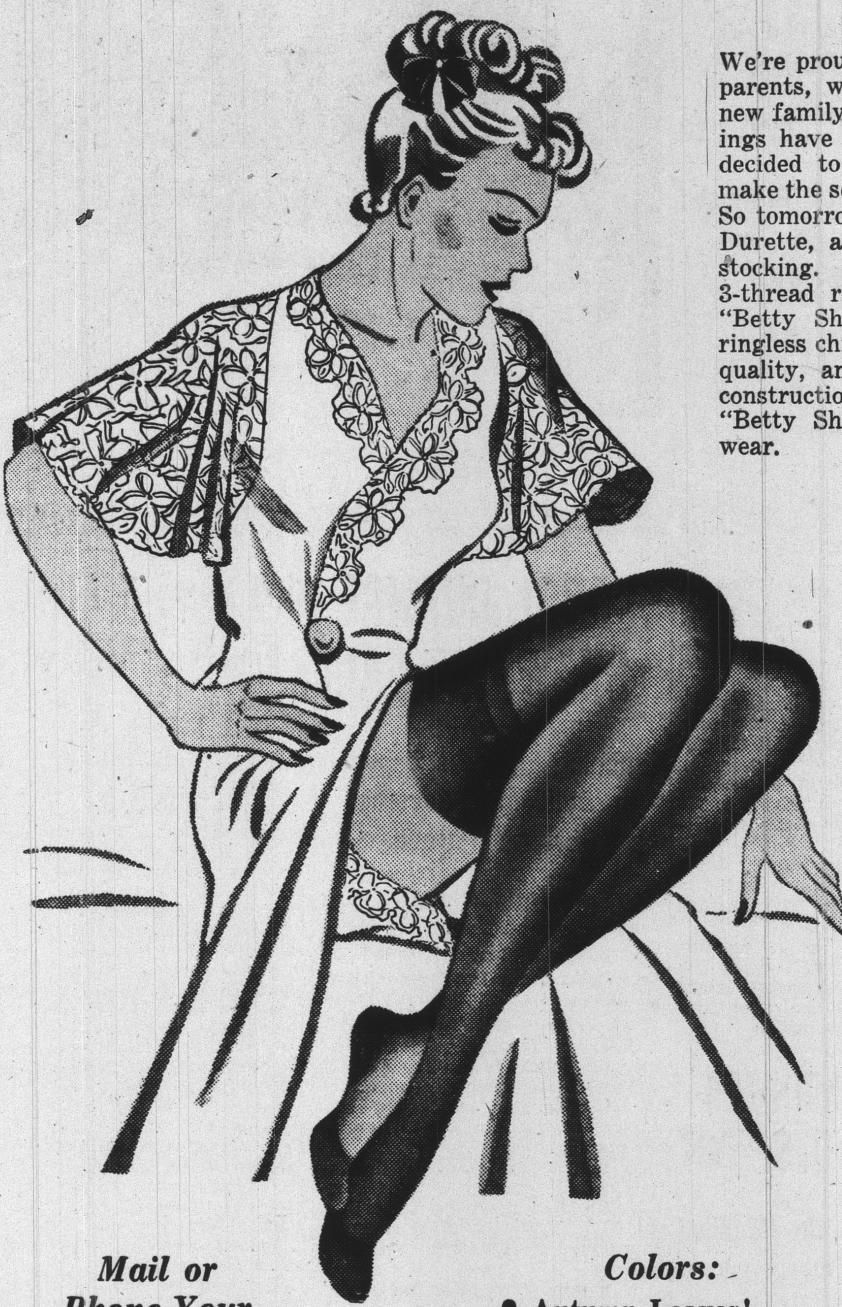
Here's great news, knit devotees! Just think of having a lovely 2-pc. "Classic" knit dress, so smart, so comfortable, so wearable, at this remarkable low price. Beautifully made of fine quality all-wool in three very classic hand fashioned weaves. Styled to take you smartly, wherever you want to go "through-the-day." All these styles have long sleeves and come in six different fall colors. Sizes for misses, 14 to 20, and for women, 38 to 44.

Smart Style Features!

All-Wool! Hand Fashioned Weaves!

All Styles With Long Sleeves! Club Collar! Boat Neck! V-Neck! Colors: Rust, Green, Brown, Wine and Blue. Sizes from 14 to 20 and 38 to 44!

Downstairs at Ayres.



We're proud parents! And like all proud parents, we want to tell you about our new family. Betty Shaw silk crepe stockings have been so very popular that we decided to add three more numbers, to make the selection more complete in types. So tomorrow we bring you "Betty Shaw" Durette, a fine ringless high twist silk stocking. "Betty Shaw" Sheerette, a fine 3-thread ringless luxury stocking. And "Betty Shaw" Ultra Crepe, a 4-thread ringless chiffon stocking. Every pair first quality, and made with the same rigid construction principles that have made "Betty Shaw" famous for beauty and wear.



'Betty Shaw' Durette Stockings

A fine 4-thread ringless, high twist silk stocking. Self color picot tops with two row picot runstop. Reinforced afterwelt with silk heel and plaited foot. Regular and long lengths in sizes 8 1/2 to 10 1/2. Every pair first quality and exclusive with Ayres Downstairs Store. 3 pair for \$2.50.

85c

'Betty Shaw' Sheerette Stockings

An exquisitely sheer 3-thread ringless high twist silk stocking. Self color picot tops with 2-row picot run-stop. Reinforced afterwelt and silk heel and plaited foot. Sizes 8 1/2 to 10 1/2. Every pair first quality and exclusive with Ayres Downstairs Store. 3 pair for \$2.50.

85c

'Betty Shaw' Ultra Crepe Stockings

A wonderfully wearing 4-thread Ultra Crepe twist ringless chiffon stocking. Self color picot top with a reinforced afterwelt and silk heel and plaited foot. Sizes 8 1/2 to 10 1/2. Every pair first quality and exclusive with Ayres Downstairs Store. 3 pair for \$2.50.

85c

of Course 'Betty Shaw' Crepe Silks

The original member of the family, made of snag-resistant crepe silk. Beautifully sheer and clear with picot tops, run-stops and reinforced at heel and toe. Sizes 8 1/2 to 10 1/2.

Downstairs at Ayres.

69c

Now in September . . . SAVE for Winter!

Advance Selling of New Fur Coats

Swaggers, Princess or Box Swaggy Styles! Made with Important Styling and Service Features Found Only in Fur Coats of Quality!

\$58

Prepare to be thrilled over the new Fur Coats! This season the new fur coat silhouettes are definitely young, flattering, and full of interest, with their smart, easy-to-wear, boxy lines, shoulders that are square—and definite, small round or pointed collars. Swaggers that scarcely flare. Sleeves that are simpler! Because there's a great deal of black in the fashion news, and because black is Fashion's favorite color you'll find a preponderance of black Kid Caraculs or Sealines (dyed rabbit) of enduring quality in a complete size selection, 14 to 20.

Quality Features That Count!

1. Every coat comes with arm shields!
2. Ruching on collars and cuffs!
3. Stiffening in collars—aid in keeping collars retain shape and to stand up!
4. High quality linings—guaranteed for two years!
5. Extra fullness thru shoulders, to prevent rips!

Buy Now on Ayres' Long-Term Lay-away Plan and have your coat paid for when you need it the most. Just ask any salesperson about this plan.



Downstairs at Ayres.

A New Improved Nurses' Oxford With a New Metatarsal Arch and Other Foot Comfort Features!

Nurses' Oxfords

Scientifically Designed for Nurses, Teachers, Beauticians, Waitresses, Salesclerks, etc.

\$1.99
PAIR

Black or White!

Now, more than ever before, women will find these new improved nurses' oxfords a blessing to tired aching feet. For nurses, waitresses, school teachers, beauticians, and all the rest of that great army of women who stay on their feet day in and day out will find that these new features, the metatarsal arch, the soft, quiet rubber heels, the flexible toe box and the cushion heel rest, go toward making these the perfect shoe. A better, a more practical, and more comfortable shoe. Complete size range for women and misses, of all ages. Black or white.

Complete Size Range

	4 1/2	5	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9
AA				X	X	X	X	X	X	
A			X	X	X	X	X	X	X	
B	X	X	X	X	X	X	X	X	X	
C	X	X	X	X	X	X	X	X	X	
D	X	X	X	X	X	X	X	X	X	
E	X	X	X	X	X	X	X	X	X	

Mail and Phone Orders Filled—RI. 9441!

Downstairs at Ayres.



The Famous Metatarsal arch features make these Nurses' Oxfords more comfortable than ever.

