

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)



Here It Is... The
New Fall Version of Our Classic
6-WAY HAT

"Original 1938 'Six Way' Hat"

\$2.00

You'll be seeing it on every smart campus; business girls are getting them to go with the new tweeds, young and old find it so flattering! Wear it any of the six ways shown—it's bound to be becoming to you! Smart new manipulated crown, classic brim. Choose one in a nice quality felt. Colors—black, brown, green, grey, navy, wine or rust. Sizes 21 1/2 to 23.

—Downstairs at Ayres.

- Black
- Brown
- Green
- Grey
- Navy
- Wine
- Rust

... Exquisitely Sheer—Yet Nearly Snag-Resistant, Because They're Crepe Twist!

Betty Shaw

Crepe Silk Stockings

3 Pairs \$2.00
(1 Pair 69c)

Betty Shaw stockings are first quality full fashioned sheer chiffons. Made of genuine crepe silk, so twisted in the knitting that they're more snag-proof. Betty Shaws come in all the new fall shades including that spicy new shade "Autumn Leaves"! Exclusive with Ayres Downstairs Store. Sizes 8 1/2 to 10 1/2 in the group.

Also:

- "Betty Shaw" Durette Stockings 85c pr.
- "Betty Shaw" Sheerette Stockings 85c pr.
- "Betty Shaw" Ultra Crepe Stockings 85c pr.

—Downstairs at Ayres.



CORLISS SUEDE SHOES

With Contrasting Trims Strike a New High Note in Chic!

\$3.50
PAIR

- Black
- Brown
- Green
- Wine

The new rich coat and dress fabrics... the new colors in autumn hosiery call for classic suede shoes. This fall "CORLISS" presents a glorious selection of suedes of fashion. Black or dark colored suede contrasted with gleaming patent or contrasting leather trims. Suedes with the new high instep and sleek fitted lines that fit your foot like a glove, and give that slim look to the ankles.

Sizes 3 1/2 to 9, AAA to C1

—Downstairs at Ayres.

Fall Fashions for the Woman Who Would "Look Like a Million"—Yet Inexpensively!



Below—A black suit type dress with young fitted lines. The stitched velvet collar; the cut velvet waist to the dress and the air of complete sophistication make this dress a winner. Size 15 at \$6.98



Above—A dressy afternoon dress in black alpaca in the pencil silhouette. The plain satin braiding on sleeves and simple button clip at neck give this dress the air of smart simplicity. Size 13 at \$10.75



Below—An all occasion dress in brown satin-back acetate crepe studded with gold stars. This dress gives you that molded look so necessary this fall. Size 14 at \$7.98



Above—The wool suit type dress that'll give you that "million dollar look." This has a modified air of simplicity with its almost straight lines. Trimmed with Persian fur fabric. Size 16 at \$16.75



Below—The fur-trimmed version of the classic swagger. Note the big, roomy fullness of the coat, but the trend for the straight skirt. In natural fleece with wolf collar. Size 20 at \$38



Above—A universal favorite is this "Caracuna" coat with Pieced Persian collar and pocket trim. This has the new slim, molded lines typical of the new 1937 fashions. In green with black fur trim. Size 18 at \$38



Above—Another version of the slim and molded silhouette with softer rounded shoulder and collar treatment. This is a "Caracuna" coat in green, trimmed with a lovely Silvered Fox collar. Size 15 at \$38



The FALL DRESS STORY

Every woman wants that "million dollar look" in her wardrobe! This fall it'll be so easy to achieve with the new dress fashions you'll find in Ayres Downstairs Store. Last year's fussy femininity gives way to this year's efficient prettiness. The new dress fashions come divided into two groups. The SLIM and MOLDED silhouette, with its young fitted lines and sophisticated details. The sleeves are usually straight and the skirts may have a ripple or fullness, but never enough to break the straight line. The PENCIL SILHOUETTE with its extreme simplicity. A straight skirt, simpler sleeves and shoulders and little lower waistline are definite features of this silhouette. Here in our Downstairs Store dress department we can show you these new styles from extreme to modified versions in sizes 11 to 17, 14 to 20 and 38 to 52.

—Downstairs at Ayres.

The FALL COAT STORY

This season three coat silhouettes vie for fashion honors whether it's a casual untrimmed coat or a beautiful fur trimmed dress coat. THE SLIM and MOLDED with its less fitted, less flared and softer more rounded shoulder and sleeve lines. Many variations in collar treatment in a wide range of furs. THE STRAIGHT-RECTANGULAR with straight shoulder, straight sleeve and straight skirt from hip to hem. A style that's wearable all day long. THE 1937-38 SWAGGER, a coat that's modified to suit the new silhouette. It's roomy and big, but the trend for straightness has left it mark. Can be fur-trimmed or piercingly plain. Here in our Downstairs Store coat department we can show you these new coat styles from extreme to modified versions, with very plain fur collars to sumptuously furred collars. Sizes from 11 to 17, 14 to 20 and 38 to 46 in the selection.

—Downstairs at Ayres.