

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE

### Thursday! Specialized Women's Fashions at Budget Prices

The Mode of the Moment  
Is Always the Theme of

Betty Shaw

Fashions for Women

Who Wear Sizes 38 to 48!

**\$7.98**

Exclusive in Ayres Downstairs Store!

Perhaps you didn't know it... but you can choose an exclusive Betty Shaw dress in sizes 38 to 44 or 18½ to 24½. These dresses are specially designed for the woman who wears a "Youthful Mrs." size, and we recommend them highly because they're extremely flattering and youthful looking. You'll find they are new, advance fashions coming in the newest colors and with the newest details. Ready now and every day in the week.

—Downstairs at Ayres.



A. For Afternoon. A dress with elaborate braid trimmed sheer yoke, high neck, with satin bow, vestee and button. In black, green, wine, margaux. Sizes 38 to 44.

B. Shiny details on dull. Satin piping on V neck-line, shiny brilliant clip at neck on dull alpaca. In black, green, margaux, brown. Sizes 38 to 48.

C. Embroidered sheer yoke. Low V neck with novelty clip as a trim. In black, green or wine colors. The material is a Rasha crepe. Sizes 38 to 48.



Ayres Downstairs Store is the mecca for thousands of women who wear fashions sized in the thirties, forties and fifties! These women have learned from experience that here they'll always find that special dress, coat or hat, in their size, in their color and in the style they have in mind. During the past years we've put a lot of emphasis on these types of fashions, always having complete selections on hand and at very attractive low prices!

**fashion hour**  
REG. U.S. PAT. OFF.  
COMBINATION

A New Slenderizing Garment  
for the Average to  
Heavy Figure!

**\$5.00**

In this season that emphasizes the bust line and a flat diaphragm, you'll look your best wearing one of these "Fashion Hour" combinations. Made for the average to the heavy figure of rayon satin with reinforced lace bust with satin panels. 16-inch skirt with knitted elastic sections. Sizes 34 to 42.

—Downstairs at Ayres.

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

Betty Shaw

Crepe Silk Stockings

**69c**  
PAIR

Exclusive in Ayres Downstairs Store!

Betty Shaw stockings are first quality full fashioned sheer chifbons. 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 8½ to 10½ in the group.

—Downstairs at Ayres.

Gorgeous Fur Treatments—  
A Wonderful New Fabric—  
Styled for the woman who wears  
sizes 38 to 44—16½ to 24½!

"Caracuna"  
Fur-Trimmed  
COATS

**\$39.75**

These are remarkable new coat fashions... made of "Caracuna," a different nubby knit wool fabric by the Commodore Mills, the same mill that makes our Twisted Boucle tweeds. The coats are beautifully styled... they fit correctly... they're tailored by an expert coat maker... and they've the "Nevaroll" front, the coat will maintain shape during life of garment. Trimmed with collars of Krimmer, Pieced Persian, French Seal (dyed rabbit), American grey fox, Skunk, Marmot, Kit fox, Vicuna, Cross fox. Brown, green or black.

"Caracuna" Coats, sizes 12-20, \$39.75  
—Downstairs at Ayres.



A. An outstanding coat trimmed with Grey Caracul, upstanding collar. Note the lines and shoulder treatment. A size 18 at .....\$39.75

B. A woman's coat trimmed with a collar of American Grey Fox. Smart, practical and perfect for day in and day out wear. A size 42 .....\$39.75

C. A woman's coat with a pointed shawl collar of French Beaver, (dyed rabbit). Note the suave fitted lines and the shoulder treatment. Size 26½ .....\$39.75



There Are 5 Big Reasons Why You'll Wear

'American Girl' Shoes

at **\$5.50**  
PAIR

- 1 Only American Girls have CUSHIONED COMFORT, the exclusive feature that brings new ease and grace to walking.
- 2 Exclusive American Girl construction features mean added support without subtracting style.
- 3 American Girl stylists have caught the spirit of the new season with these stylish shoes. Smart companions for your new dress and coat.
- 4 Metatarsal cushion scientifically designed for maximum foot comfort. So light, so flexible.
- 5 The American Girl heel pad makes walking more restful, keeps feet happy. American Girls' correct heel fit assured for every foot.

—Downstairs at Ayres.

Other Styles in  
American Girl  
Shoes .....\$4.95



One of Our Most Flattering  
Styles for the Youthful Matron!

The Bonnet Brim

**\$2.00**

Youthful looking, flattering and wearable for most any affair. This bonnet has a tucked brim with medium high crown and a grosgrain ribbon band with bow in back. In black, brown or green wool felt of lovely quality. Headsizes 22 and 23.

—Downstairs at Ayres.

Now! For the First Time! A Complete  
Selection of Our Famous 10★ Guaranteed

"Seamprufe"  
SLIPS

IN SILK or SATIN

**\$1.98**  
EACH

Sizes  
34 to 44

We've just completed our selection of famous 10★ guaranteed slips so that tomorrow you can choose a style in either silk or satin! These slips wear and launder wonderfully well! The tailored styles are cut to perfection, the lace trimmed styles are frothy with lace. California V, Built-up shoulder, and straight top styles in sizes 34 to 44. White, tearose and dark colors.

- |                                    |                   |
|------------------------------------|-------------------|
| * "SHOULDER-EZE" ADJUSTABLE STRAPS | * SEAMPRUFE SEAMS |
| * FIT-PRUFE                        | * BULK-PRUFE      |
| * STYLE-PRUFE                      | * SEAMPRUFE SEAMS |
| * SHRIMP-PRUFE                     | * SAG-PRUFE       |
| * KLING-PRUFE                      | * SEAMPRUFE SEAMS |
| * VALUE-PRUFE                      | * RIP-PRUFE       |
| * ACTION-PRUFE                     |                   |

"Seamprufe" Slips, sizes 46 to 52... \$2.25  
—Downstairs at Ayres.

