

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

(REGISTERED)



*Veils are flattering!
Veils are mysterious!
Veils are everywhere!*

Veiled Hats

\$2.00

Get your share of veiled flattery tomorrow! Every smart, modern woman knows the flattery of veils... the mysterious allure they lend her... and she wears them on every possible occasion. Here we show but three wool felts with glamorous veil trims... but you'll find our department fairly sprinkled with them. In black, browns, blues, rust, green and wine colors.

- Veiled Turbans!
- Veiled Little Hats!
- Veiled Bonnets!
- Also Ribbon, Self and Multicolor Trims!

—Downstairs at Ayres.

A Boon for Your Hosiery Budget!

*They Wear Unusually Well!
They're Sheer and Beautiful!*

Substandards of

REAL SILK

DeLuxe Chiffon Hose

80c

Pair

It pays to buy Real Silk DeLuxe Chiffon stockings... that's what women are finding out 365 days every year! For beauty, for service, for smart "go-with" colors Real Silk are your best bet. They're protected by the 10 guardsmen at every point of wear... they're pure silk from top to toe, and they're wonderfully sheer. In sizes 8½ to 10½.

Please, No Mail or Phone Orders!

—Downstairs at Ayres.

*Flattery Footnotes in Our New
Fall and Winter Selection of*

CORLISS

Style Shoes

\$3.50

Pair

- Suede
- Kid
- Calf
- Patent

- Gabardine
- Combinations
- Oxfords
- Pumps

- Ties
- Straps
- Sandals
- T-Straps

The CORLISS label stamped in every pair of these shoes is your way of knowing that you get the latest in fashion... the best in workmanship... and the lowest possible price. Choose from over twenty different styles in your favorite material, or combination leathers. Black, brown, navy, green, wine colors. Sizes 3½ to 9, widths AAA to C.

—Downstairs at Ayres.



*They're So New—They're Rushed
To You in Double Quick Time!*

Betty Shaw

DRESS FASHIONS

\$7.98

Sizes:
12 to 20
11 to 17

A new fashion season is just beginning... get yourself in the fashion lineup with several of our exclusive "BETTY SHAW" dress fashions. These are distinctive styles, rushed to you in double quick order from New York. Here we show you three examples of what we mean by advance fashions... you'll find dozens of more BETTY SHAWs in the department.

A. Metallic Trimmed Redingote Dress... \$7.98

For the opening affair of the dressy season choose a Betty Shaw redingote type dress with metallic trim—collar, bow and cuffs. In black, wine or green. Sizes 12 to 20.

B. "Don't Dress" for Dinner Dress... \$7.98

Street length slipper satin with shirring on shoulders and neckline. Short sleeves, puffed and gold leaf belt and flower ornament at neckline. Sizes 12 to 20.

C. Two-Piece Wool Suit Dress... \$7.98

An all-occasion charmer for almost every moment in your life. For the office, street or classroom, it's unbeatable. Light in weight. With velvet piping trim. Blue, grey, beige. Sizes 9 to 17.

—Downstairs at Ayres.

*For EXTRA Warmth!
For EXTRA Smartness!*

Camel's Hair or Wool Fleece

Sports Coats

\$16.75

Swaggers, Fitted, Wraparound and Balmacaan models in warm Camel's hair or Shaggy, Smooth or Haircloth fleeces. Coats you can wear everywhere and they'll be acceptable. Such fashion details as extended shoulders, gores, pleats, leather piping on collars, stitched collars and pockets. Colors are natural, black, rust, green and grey.

Sizes 12 to 20—38 to 44, but not in every style!

"Rain-r-Shine" Sports Coats

Of Twisted Boucle Tweeds! Exclusive With Us!

The most practical general utility sport coat you can find. Made of twisted boucle tweed... moisture-proof, dust-proof and wrinkle-proof. Swagger or fitted styles in sizes 12 to 20 and 38 to 52!

\$22.95

—Downstairs at Ayres.



As Advertised in Oct. 15 Issue of Vogue!

"Kayser's" New 'Fall Bar' Gloves

\$1.00

Pair

Cleverest trick of the season is Fall Bar—the gloves that make your hands feel warmer and look smaller! It's the wool in "Fall Bars" that keeps your fingers so toasty... it's the Kayser styling that makes them so smart. We also have a complete selection of styles listed on your right. All colors and all sizes.

- Leatherette!
- "Kay-vel!"
- Kay-spun!
- Baskette!

New Fall BAGS

\$1.00

Each

The latest new fall handbag fashions are arriving daily! Choice of simulated rough or smooth grain leathers in Morocco, Buffalo, Pin seal and Alligator. Black, brown and colors.

—Downstairs at Ayres.

Go Through the Day in Style!

The Two-Piece Classic Knit Dress

\$3.00

Knit devotees here's just the dress you've been wanting! Beautifully made of fine quality all-wool in three classic hand fashioned weaves. Styled to take you smartly "thru-the-day" wherever you want to go! In 6 smart colors. All are long sleeve styles. Sizes 14 to 20, 38 to 44.

- ★ All-Wool! Hand Fashioned Weaves!
- ★ All Styles With Long Sleeves!
- ★ Club Collar! Boat Neck! V-Neck!
- ★ Colors: Rust, Green, Brown, Wine and Blue!

—Downstairs at Ayres.



*This Name Is the Symbol of
Beauty, Quality and Fashion!*

"Caress" Satin Slips

\$1.69

Here's the slip that gives you beauty and the luxury you've always wanted. Tailored pure dye satin with V top and double bias top. Crochet edge. In tea-rose or white colors. Adjustable straps. Sizes 32 to 40.

"Caress" Gowns and 2-Pc. Pajamas

For practical purposes and service they're made of a very lovely quality printed rayon crepe. Bias cut gowns or two-piece pajamas with contrasting color trim. Sizes 15 to 17.

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