

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

Budget Fashions That Win "MAGNA CUM LAUDE" Honors!



For Your Busy Professional Life You'll Want a Dress in Tune With the Times!

"Career" Fashions

"Career" fashions because they're so adaptable! Wear them for your busy teaching hours, then on to a club meeting or out to dinner with Mary! Here we show you four stars in our fashion constellation... you'll find many more practical ideas in our department. We've a reputation as the fashion headquarters of Indianapolis. Come down, pay us a visit, let us prove this "fashion theorem" to you!

Sizes:
11 to 17—14 to 20
39 to 52—16½ to 24½!



Downstairs
At Ayres
Where Correct
Fashions Are Less
Expensive

A. A very practical wool suit dress in oxford. The top of the dress is shining satin with zipper closing. The coat slips off revealing a not too dressy type dress. A size 14 at \$12.95

B. For the Parent-Teacher meeting wear this black alpaca with satin striping on the sleeves. Note the very flattering and youthful lines of the dress. A size 11 at \$10.75

C. If you plan to go to the game Friday afternoon, this wool plaid dress will suit you to a "T." Note the very new gored skirt. This style comes in several different plaid patterns. Size 16 at \$6.98

D. Here's the very practical shirtmaker in black wool crepe. The studs are green, and this treatment is the very latest. A size 13 at \$7.98



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

• Black
• Green
• Navy

\$2

• Brown
• Wine
• Grey

Here's a hat that has universal smartness... both young and old find this "Original 1938 Six-Way Hat" flattering! Wear it any one 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, wine, rust, green and navy. Sizes 21½ to 23.

—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 chifcons. Made of genuine crepe silk, so twisted in the knitting that they're more-snap-proof. Betty Shaws come in all the new fall shades including that spicy new shade "Autumn Leaves"! Sizes 8½ to 10½ in the group.

Also Betty Shaw "Ultra Crepe"
"Sheerette" and "Durette"—85c Pair

—Downstairs at Ayres.



"Be Wiser.... Buy"
Kayser Gloves

\$1.00
PAIR

We have those smart Kayser Gloves you're always reading about in Vogue, and other magazines. Kayser, "Leatherette," "Pail-Bar," "Kay-vel," "Kayspun," and "Basketette." Perfect fitting and washable. In black, brown, navy, wine, araby green, chadron and grey colors. All sizes.

Exclusive New Styles in

'Betty Shaw' Handbags

Approved Betty Shaw fashions in simulated leathers, calf grain and patents. Types for every costume, top handles and zippers. Black, brown and colors.

—Downstairs at Ayres.

These Coats Prove Their Value by Their Gorgeous Fur Treatments and the Wonderful New Fabric They're Made of!

"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 Boule tweeds. The coats are beautifully styled... they fit correctly... they're tailored by an expert coat maker... and they've the "Neva-roll" front, the coat will maintain shape during life of garment. Trimmed with collars of Krimmer, Pieced Persian, French Seal (died rabbit), American grey fox, Skunk, Marmot, Kit fox, Vicuna, Cross fox. Brown, green or black. Sizes 14 to 20, 38 to 44, 16½ to 26½!

—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 for \$39.75

C. A woman's coat with a pointed shawl collar of French Beaver, (died 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

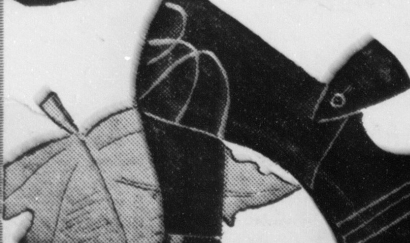
at \$5.50
PAIR



- 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

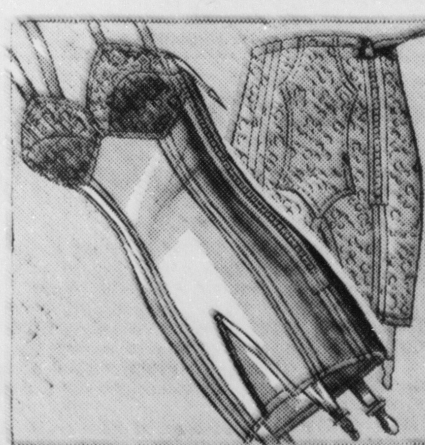


If You Know Your
"Figureometry"
You'll Wear a

"KABO"
Foundation
\$1.25 to \$10

To make your figure look lovelier or to mend your figure faults, if any, wear a "Kabo"! We have a grand selection of these famous garments... Corsets, combinations, brassieres, two-way stretch girdles and panty girdles. Styled for your busy teaching days. Sizes and models for every figure.

—Downstairs at Ayres.



Service + Quality +
Beauty = Our Famous
10★ Guarantee

"Seamprufe"
SLIPS
\$1.98
EACH

"Seamprufe" 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.

—Downstairs at Ayres.

