

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

(REGISTERED)



Tomorrow—New Arrivals in Your Beloved Classics—Low Priced!

Camel's Hair Coats

\$16.75

A. Black Camel's hair fitted coat with youthful and flattering collar. A size 14 at\$16.75

B. Natural color Camel's hair swagger coat with lines as new as tomorrow. A size 16 at\$16.75

C. Natural color Camel's hair wraparound coat, the perfect garment for every occasion. Size 14.\$16.75

You'll be young and smart this winter in a Camel's Hair Coat... wear one everywhere. Your beloved classics in swagger or fitted types... in natural or bright plain colors. Sizes 12 to 20.

—Downstairs at Ayres.

A Boon for Your Hosiery Budget!

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

Substandards of

REAL SILK De Luxe Chiffon Hose

80^c
PAIR

It pays to buy Real Silk De Luxe 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.



'Don't Dress' Fashions

With Glitter—Glamour—Gaiety!

\$6.98

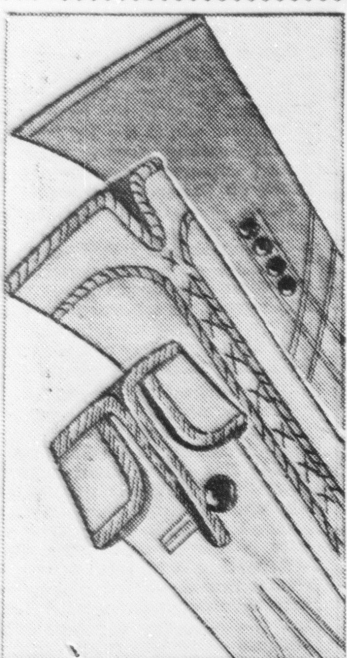
A. Black taffeta, front, black wool back touched off with gold clip and a gold zipper in back. A size 11 at\$6.98

B. Black velvet skirt with silver metal cloth blouse that gleams with chic. A size 14 at\$6.98

C. Black satin back novelty crepe with shining gold trim. The back has zipper closing. A size 13 at\$6.98

An unexpected call from your best friend, your husband, if you have one, or your B. F., saying, "We're invited out tonight, but don't dress." To make that "don't dress" phrase a reality, we've selected these three glamorous, festive dresses for your selection. They're black with gleaming touches of metal. Sizes for misses and juniors, who wear sizes 11 to 19 or 14 to 20.

—Downstairs at Ayres.



Put Style at the End of Your Sleeve—

"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," "Fall-Bar," "Kayvel," "Kayspun" and "Baskette." Perfect fitting and washable. In black, brown, navy, wine, araby green, chardon and grey colors. 5½ to 7½.

—Downstairs at Ayres.

\$1.00
Each

Buys You Any One of a Dozen Types of

Silk or Rayon Satin SLIPS

Just one dollar each... your choice of a grand assortment of slips in pure silk crepe, satin with bemberg backs, Swan-Ray or Betty-Ray rayon taffetas. California V lace trimmed or tailored styles. All bias cut, some 4-gore styles. Sizes 34 to 44. Tearose, some styles in dark colors.

Tailored Rayon Undies 59c

Durable rayon undies in plain or novelty weaves. Panties, step-ins, briefs, chemise, bloomers or vests. Tailored front, tailored at hems. Some have elastic in back. Sizes 34 to 42.

—Downstairs at Ayres.

Smart Skirts and Sweaters

For the Biggest Sports
Costume Winter in
Many Years!

\$1.98
EACH

THE SKIRTS—Have flares, pleats and zippers. In plaids, checks and tweeds. In plain colors of green, brown, navy, black and wine. Sizes 24 to 32.

THE SWEATERS—Are slip-ons in long sleeve styles. All-wool in glorious new fall colors in both dark or pastel shades. Sizes 34 to 40.

—Downstairs at Ayres.

Smart Compliments to All Fall Wardrobes!

Black, Brown or Colors in

New Bags

\$1.00
EACH

The latest new fall handbag fashions are arriving daily! Tomorrow we're ready with a new assortment! Choice of simulated rough or smooth grain leathers in Morocco, Buffalo, Pin Seal and Alligator. Black, brown and colors.

—Downstairs at Ayres.



It's the Smartest of All Our Classic Sports Type Hats . . . and Very Inexpensively Priced!

The '6-WAY' HAT

\$2.00

• Black
• Green
• Navy

• Brown
• Wine
• Gray

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.



Our Own Footwear Fashions
That Dress Your Feet Smartly—

CORLISS Fall Shoes

\$3.50
PAIR

• Suede
• Kid
• Patent
• Gaberdine
• Calf

• Oxfords
• Pumps
• 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.

Also "Corliss" Tarsal Arch and Junior Shoes... \$3.50

—Downstairs at Ayres.