

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

The New American Girl Shoes are Here!

Ayres Downstairs Store Specializes in

Large-Size Frocks

★
Tomorrow We Feature
A Brand New Group in
Classic Black
\$7.98

BLACK... always flattering to the larger figure! BLACK... always in good taste and good fashion! BLACK... always present in our stocks of large size dresses... in a wonderful array of slenderizing styles, designed especially to meet the needs of the larger woman. Sketched left is a new fall dress in black Cynara crepe with satin applique. On the right is a Romaine crepe bolero dress in black.

Many Other Large Size Frocks

With new fall dresses arriving daily, you'll find a large variety to choose from—in Romaines, Cynaras and ribbed sheers—in black, navy and other new colors—with boleros, longer jackets, hand-drawn work, and satin applique.

SIZES:
18½ to 24½
38 to 44
46 to 52
—Downstairs at Ayres.




...and with them come foot-flattering fashion combined with foot-comforting arch features!

- Kidskin
- Suede
- Calfskin
- Black
- Brown
- New Drape Effects
- Alligator Trims
- Contrasting Trims
- New Round Toes
- New Softee Last
- Perforated Oxfords
- ★ Simulated

To buy and wear one pair of American Girl Shoes will make you an American Girl enthusiast! Scores and scores of Indianapolis women will wear no other shoe—and we're sure that you, too, will like them. Slip into a pair tomorrow! Note the wide selection of NEW FALL STYLES. Note how snugly the shoe fits your arch. Note the quality of the leather—and the wonderful workmanship. Take into consideration all of these fine-shoe features... and you'll realize what an outstanding "buy" they are at only \$4.95. Sizes 4½ to 11—AAAA to EEE.

20 Styles to Choose From—At One Low Price

\$4.95
PAIR

—Downstairs at Ayres.

You Get Beauty PLUS Durability—in Substandards of **REAL SILK**
De Luxe Chiffon Stockings
69c Pair

Wherever you go in Indianapolis you'll hear women singing praises of our REAL SILK Substandards... especially if they are wise in the ways of thrift! For only 69c they get a stocking that will give longer-than-usual service... a stocking that is sheer... a stocking that makes their legs look truly lovely. Why don't YOU get acquainted with this wonderful stocking? Right now the new fall colors are arriving—colors to wear with your new dark sheers. Sizes 8½ to 10½.

Please, No Mail or Phone Orders!

—Downstairs at Ayres.

For Fabric Quality—for Perfect Fit—for
VALUE... Choose Our **GUARANTEED**

SLIPS
In 3 Outstanding Groups

Fruit of Loom **\$1.29**
Dawndu Crepe

"Dawndu Crepe" is a wonderful rayon fabric made by Fruit of the Loom Mills—and especially adapted to the making of slips. It has a soft, silk-like finish yet will not cling—and forms a perfect foundation for the new fall dresses. In lovely four-gore styles—and a choice of California V lace top or double-tailored top; panel front. Sizes 32 to 44, in tea rose or white.

Fruit of Loom **\$1.09**
Rayon Satin

Another marvelous Fruit of the Loom fabric, made especially for slips! Truly satin-like and luxurious. These slips are made with seams that won't pull out; adjustable straps; and they are easily washed and ironed. In four-gore and panel-front styles; lace trimmed or tailored tops. Sizes 32 to 44, in white or tea rose.

Fruit of Loom Broadcloth Slips **55c**

Here's a slip that is cool and comfortable to wear under your house dresses! It's made of Fruit of the Loom broadcloth—and like other "Fruit" products, it is **GUARANTEED**. Choice of V top or built-up shoulder styles; hem-stitch finished narrow hems; sizes 34 to 52.

—Downstairs at Ayres. (2 for \$1.00)




Green nubbed wool coat with grey squirrel collar and tuxedo front. All-wool quilted inner lining. \$38

Tomorrow at 9:30!

Our Annual August Selling of Fur-Trimmed Cloth Coats

A Dramatic Presentation of ALL the NEW WINTER STYLES — Trimmed With Luxurious Furs! Made of Fine Woollens! Priced LESS Than Their Real Worth!

\$38

Furs!
Skunk
Kit-Fox
Dyed Squirrel
Ring-Tail
Opossum
Raccoon
Caracul
Canadian Wolf
Bombay Lamb
Silvered Fox
Cross-Fox
Pleated Persian
Mink-Dyed Fitch
American Badger

Fabrics!
Commodore
Boyle
Caracul Boucle
Rainbow Tweeds
Geras
Julliards
Botany
Nub Worsteds

Colors!
Black Grey
Green Oxford
Brown Beige
Wine Mahogany

Each coat is a masterpiece of design—a perfect example of Ayres' Fashion rightness and value! This selling presents what we believe to be our greatest selection of quality coats, trimmed with choice luxury-type furs and made from famous woollens. These coats emphasize the new style trends... box dress coats with fur sleeve treatments, or fur pockets—box tuxedos—panel backs—new collar treatments—fitted styles with higher waistlines—plain or bloused backs—and straight skirts. Sizes 12 to 20, 22 to 44, 35½ to 45½. Act today, our long-term layaway plan is available.

—Downstairs at Ayres.

Use Ayres' Long-Term Layaway Plan! Ask Your Sales Person. Or Charge on October Bill, Payable Nov. 1st.

Annual August Selling!
Superior Quality Fur Trims—High Fashion Details—Enduring Woollens
Fur-Trimmed Cloth Coats
\$28

Magnificence you've wanted, and can now afford at this price! This group offers a great variety of styles and fur trims... French Beaver, Squirrel, Dyed Skunk, Grey Fox, Raccoon, Dyed Fitch, Silvered Fox and Canadian Wolf. Black, brown, green, wine, rust, beige colors. Sizes 11 to 17.

—Downstairs at Ayres.



LEFT—Black nubbed wool coat with a luxurious shawl collar of silvered fox. An all-purpose coat for \$38

RIGHT—Black rough looking wool with French Persian collar and pocket trim. Lined with skin, not lining... \$38