

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE

Saturday! Shop for the Whole Family in This Complete Store



*These Are New  
Betty Shaw  
Fall Dresses*

*—Brought to You at a  
Popular Budget Price!*

**\$6.98  
EACH**

A new fashion season is just beginning . . . get yourself in the fashion line-up with a wardrobe of your favorite "Betty Shaw" dress fashions! Betty Shaws are distinctive styles, brought to you when they're new and while they're news! Here are two examples of what we mean by new fashions . . . you'll find a whole cargo of other smart styles in our department! Sizes 12 to 20 and 9 to 17.

ABOVE: "Betty Shaw" magic hour rayon crepe in teal blue. Has a Soutache braid trimmed bolero that can be worn separately. Also in black or wine. Sizes 12 to 18 . . . . . \$6.98

BELOW: "Betty Shaw" two-piece rabbit hair wool! A style you'll wear and wear, for street, for business, for everywhere. In rose and black. Also in powder blue and black. Sizes 9 to 17 . . . . . \$6.98

—Downstairs at Ayres.



*In 6 Delicious Colors!  
"Ty-Role"  
Toppers  
\$1.00*

The smartest hat in Indianapolis at a dollar! Wear the "Ty-Role" Toppers with sports, business and tailored clothes, it's the style that adds the finishing touch to your costume. Made of a good quality felt in choice of BLACK, BROWN, NAVY, WINE, RUST and KELLY GREEN. Head sizes 21 1/2 to 23.

—Downstairs at Ayres.

*The NEW  
COATS  
The "MUST"  
COATS*

*Have Fur Capes!  
Fur Sleeves!*

**\$28**

You'll find beautiful FURS and more of them on these rich looking winter cloth coats! The new COATS and the "MUST" have coats are trimmed with gorgeous fur capes or with luxurious furred sleeves. You'll also find dozens of other styles with expensive fur trims. Swaggers, Box Swaggers, and Fitted types with Silvered Fox, Pieced Persian, Kit Fox, American Grey Fox collars. Sizes 12 to 20, 38 to 52 and 11 to 17 in the group.

ABOVE: Black fitted style with fur sleeves of American Grey Fox. A size 15 . . . . . \$28

BELOW: Dahlia color fitted coat with detachable capes of beaver dyed rabbit. Also with Fur Fabric cape. Size 15 . . . . . \$28

—Downstairs at Ayres.



*Special Selling!  
Quality Fur  
COATS*

*—They'll Give Service!  
—They're Styled Right!  
—They're Low Priced!*

**\$39.95**

Have you been longing for a beautiful fur coat, but couldn't afford one? Then worry no more . . . for this special selling offers you a quality fur coat at extraordinary savings! Black seal dyed rabbit or brown beaver dyed rabbit in choice of either swagger or box swagger styles. In sizes 12 to 20 and 38 to 44.

at \$65

"Split-Pruf" seal dyed and beaver dyed rabbit coats. The seams are guaranteed not to rip. Sizes 12 to 44 in the group.

at \$78

Prime Australian buckskin rabbit coats in black or brown Mendoza beaver dyed rabbit. Sizes 12 to 44 in the group.

—Downstairs at Ayres.



*Your Legs Will Look  
Their Loveliest in—  
REAL SILK  
De Luxe Chiffon Hose  
69c (Substandards)  
PAIR*

Women, wise in the way of thrift, wear Real Silk De Luxe Chiffon stockings, because they give longer-than-usual wear—and make their legs look lovelier! In smart new fall colors. Sizes 8 1/2 to 10 1/2.

*Please, No Mail or Phone Orders!*  
—Downstairs at Ayres.

**CORLISS  
"Bow-Knots"**

*Make Your Feet Look  
Small and Graceful—  
They're the Outstanding  
Style for Fall and Winter!*

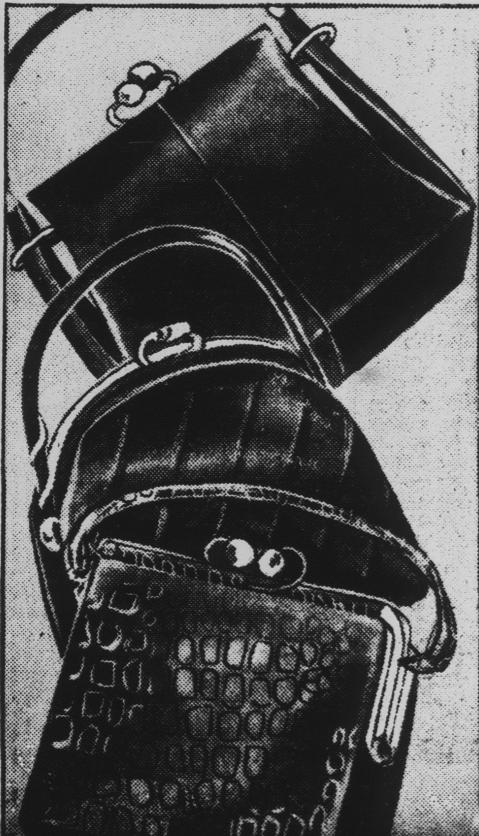
**\$2.99  
PAIR**

"Bow-Knots"—A Corliss style shoe of distinction and versatility—for fall and winter! "Bow-Knots" are the outstanding footwear fashion, because they make your feet look small and graceful, because they're smart morning, afternoon and evening. "Bow-Knots" come in two smart styles . . . a soft black suede strap with high heel and a black or wine suede pump with high heel. Sizes 4 to 9, widths AAA to B in the group.

ABOVE: "Bow-Knot" pump in black or wine colored suede. With graceful looking high heel.

BELOW: "Bow-Knot" strap of soft black suede with foot slimming high heel.

—Downstairs at Ayres.



*The Prize of Every Smart  
Fall and Winter Wardrobe!*

**Tophandle  
BAGS**

**\$1.00  
EACH**

• Black • Brown • Navy  
• Cedar Brown!

Tophandles, the style sensation for the fall and winter season . . . there's nothing smarter or more practical! These top-rate tophandles come in simulated smooth or grain leathers of Alligator, Calf and Buffalo grain. Choice of the four best fall colors. Black, brown, navy and Cedar brown.

—Downstairs at Ayres.



*Tomorrow We Present the New  
"Leany-ka" Prints*

*A Children's Wash Dress—  
Inspired by Shirley Temple!*

**\$1.98  
Created  
by  
Cinderella**

"Leany-ka" prints are new exclusive Cinderella patterns created for Shirley Temple dresses. They're gay, colorful peasant designs in a whole new range of colors. They'll make your little girl look cute and charming. Sizes 3 to 14 years.

—Downstairs at Ayres.

*Aren't These What You  
Were Looking for . . .*

**"Kayser"  
Gloves**

**\$1.00  
PAIR**

• Black • Dahlia • Navy

• Brown • Combinations

They're Kayser's . . . that means they're made of that famous imported double woven fabric you'll like so well. In a nice selection of clever new styles to give your costume a lift. Some have leather trims, others come in black and dahlia and black and white combinations. Hand-whipped and silken styles. Sizes for all.

—Downstairs at Ayres.

