

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

...Where Correct Fashions Are Less Expensive!



Tomorrow—We Continue This Value Event!

Sale! Plaid-Back SPORTS COATS

Designed to Sell for \$16.75

\$15

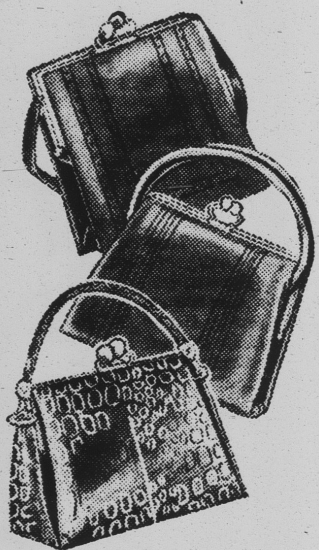
Sizes 12 to 20

- Gray! • Rust! • Reefers!
- Green! • Brown! • Swaggers!
- Oatmeal! • Dahlia! • Fitted!

Utility plaid-backs that are styled for smartness for all kinds of wear! Made of durable, all-wool, plaid-back fleeces—some of the coats have that extra warm "Charm-O-Line" interlining! Several styles are MAN-TAILORED, too! You'd gladly pay \$16.75 for these coats, buy yours tomorrow at this money-saving price!

—Downstairs at Ayres.

The Style of the Hour—in the Smartest New Accessory Colors!



Tophandle BAGS 94c EACH

- Alligator! • Black!
- Calf! • Brown!
- Buffalo Grain! • Navy!
- Teal! • Cedar Brown!

There's nothing smarter or more practical! These swanky tophandle bags come in simulated smooth or grain leathers of Alligator, Calf and Buffalo grain. Choice of four leading Fall colors.

—Downstairs at Ayres.



Wear It Up! Wear It Down!

"Miss America" New Campus Classic

• Brown • Kelly • Green • Wine • Rust

\$1.00 Each

It's the very smartest thing for wear on the campus or off the campus! Wear it up or wear it down and whichever way you choose, it will be an authentic fashion. Fashioned of fine quality felt, with stitched brim and smart brush trim. Choose in the smart football colors.

—Downstairs at Ayres.



You'll Always Find Extra Smartness and Extra Value in

CORLISS Style Shoes

• Patents! • Black! • Suedes! • Brown! • Kidskins! • Wine! • Straps! • Platforms! • Ties! • Oxfords! • Pumps! • Bow-Knots!

\$2.99 Pair

You'll find a "Corliss" shoe for every occasion and a style for every woman in our complete shoe department! You may choose low heels for sports wear, medium heels for afternoon wear and high heels for dress wear. Get a pair of "Corliss" shoes tomorrow and see how much smartness and quality plus solid comfort you get for so little. Sizes 3 1/2 to 9. Widths AAA to B.

—Downstairs at Ayres.



The Elegance Every Woman Wants!

Luxuriously Furred COATS

Inexpensively Priced at—

\$28

Sizes 11 to 19—12 to 20—38 to 50

You'll marvel at the beauty of these coats, you'll marvel at the rich, luxurious fur trims, but most of all you'll marvel at the amazing low price. Rich, nubby wools, in black and fashion-right colors. Lavishly trimmed with Silvered Fox, Dyed Fitch, Dyed Squirrel, Dyed Skunk, Kit Fox and many other beautiful furs.

—Downstairs at Ayres.

Yes! There Is Something New IN HOSIERY BEAUTY!

We Proudly Introduce IRREGULARS of "SHEERMODE" Wardrobe Silk Stockings

4-THREAD FOR MORNING

3-THREAD FOR AFTERNOON

2-THREAD FOR EVENING

79c Pair

IN THE WANTED FALL COLORS

Tomorrow we present A NEW KIND OF IRREGULARS in our "Sheermode" Silk Stockings! Stockings so beautifully and evenly woven that only the eye of a trained inspector can discover the occasional tiny unevenness in the silk thread. Unlike ordinary hose, the leg and foot of these stockings are knitted in one operation, eliminating any possibility of a "shadow" across the ankle. Every known safeguard is built into them to prolong their wear. Available in Morning, Afternoon and Evening weights.

Exclusive With Ayres' Downstairs Store

No SHADED RING LIKE THIS AT THE ANKLE

It S-T-R-E-T-C-H-E-S It Molds—It Gives!

2-Way Stretch Lastex Girdle

Styled by Fashion Hour!

\$2.50

You'll enjoy wearing this two-way stretch girdle—it confines the figure smartly, yet gives the maximum of comfort. Bound top, 4-supporter style. Sizes for the Junior and average figure.

—Downstairs at Ayres.



"Seamprufe" Slips

"Are Imitated by Many—Equalled by None"

\$1.98

With the 10-★ Guarantee!

- ★ "Shoulder-Eze" Adjustable Straps
- ★ Fit-prufe ★ Style-prufe
- ★ Shrink-prufe ★ Kling-prufe
- ★ Value-prufe ★ Action-prufe
- ★ Seamprufe Seams Bulk-prufe
- ★ Seamprufe Seams Sag-prufe
- ★ Seamprufe Seams Rip-prufe

Women who want Quality plus Beauty, choose "Seamprufe" Slips! They fit perfectly, and are made of fine, long-wearing fabrics. And they launder well, too! White, Tea Rose and Dark Shades. Sizes 32 to 44.

—Downstairs at Ayres.



Two Smart New Fashions Fresh From Their Tissues—Styles to Meet Every Occasion From Dawn to Dusk

Betty Shaw Mid-Season Dresses

Popularly Priced for Small Budgets

\$6.98 Each

Assured smartness is yours when you choose Betty Shaw dresses for your new mid-season wardrobe! Our complete selections of colors and variety of chic new styles of Betty Shaws offers you the opportunity to select the correct style you need and want for sports, classroom, business, bridge-teas and gay little evenings. Sizes for misses and juniors 9 to 17 and 12 to 20.

LEFT: A dressy type dress for afternoon or informal wear. Alpaca crepe, 2-pc. style; bow-tie skirt. Lace, shirt-front, novelty button trim. Royal Blue and Black. Sizes 9 to 12.

RIGHT: A sports dress of rabbit's hair wool, popular shirtwaist style, stud front, wide leather belt, pique and self-collar, also pique trim on sleeves. Black, sizes 11 to 15.

Mix Your Own Jackets, Sweaters, Skirts and Blouses

Plaid Jackets

Tailored plaid sports jackets with rayon lined sleeves. In brilliant plaid colors. Sizes 12 to 20 years.

\$3.98

Wool Skirts

\$1.98 to \$3.98

Plain colors, plaids, crepes and flannels. Zippers, pleats and flares. Sizes 24 to 32 waists.

Blouses \$1.98

Dressy or tailored styles. Plain colors in rayon satins or crepes. Sizes 32 to 40.

Sweaters \$1.98

Those snazzy looking Angora and zephyr wool sweaters in alpaca or button down front styles. Green, white, blue, aqua, yellow, rose and other colors. Sizes 34 to 40.

—Downstairs at Ayres.

