

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)

It's Ayres Downstairs for Correct Fashions at Lowest Prices!

Fashion Notes on Chic Little Dresses!

Misses' Dressy Frocks

\$3.98

Let your fashion ideas come to life in these charming and chic little Misses' dresses. They've got just the right amount of youthful flattery to stimulate your personal charm. The sketched dresses lean predominately toward fall colors of Moss green, Blackberry and Grotto Blue. Trims and tailoring are expensive looking and very well finished. Make a note, now . . . to buy tomorrow . . . in this collection of high fashions at a low price.

Sizes 12 to 20 in the Group



You Get Extraordinary Comfort and Style! "Bel-View" Nurses' Oxfords

With the Revolutionary NEW
Cushion-Sole Comfort Feature

\$1.99
PAIR



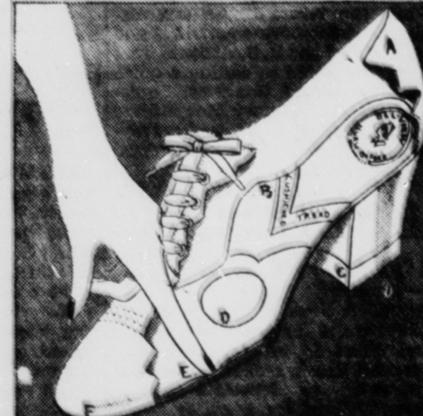
The shoe that is designed especially for those who desire neat, tailored footwear. Particularly adaptable to the needs of all active women who spend many weary hours each day on their feet. An outstanding comfort shoe value at an outstanding price. Black and white only.

Sizes 4½ to 9—Widths AA to E

Check These Points of Superiority

- A. Scientifically proportioned back—provides snug fit and prevents heel slipping.
- B. Built-up arch insuring maximum support. Keeps the foot normal.
- C. Soft, quiet and durable rubber heels.
- D. Patent-protected Meta-Tarsal feature essential to easy walking.
- E. Cushion sole provides a soft velvet tread and absorbs the shock of walking.
- F. Good quality leather soles. Carefully selected for flexibility.

—Downstairs at Ayres.



**Tomorrow . . . Choose From
Famous Nationally Known
"Priscilla Alden"
Reversible Wool
Chenille RUGS**

\$19.95
9x12
SIZE



COLORS:
Black
Brown
Wine
Green
Navy
Moss Green
in the group

STYLES:
Bretons
Bumpers
Pill Boxes
Cushion Brims
Snap Brims
Casuals

For Utility Wear!
**REVERSIBLE
Sport COATS**

*Shetland on One Side
Gabardine on Other*

\$10

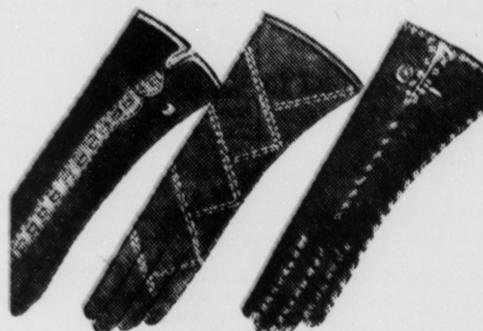
Reversible shetland and gabardine sport coat with detachable hood. Easily reversed at a moment's notice. Wear it to football games for warmth, wear it for rain. Green and wine in sizes for Juniors.

Other Sport COATS

\$10

Also tweed plaid back fleece box coats, shorty swaggers with hoods in wine, green, teal and tweed mixtures in the group.

—Downstairs at Ayres.



**DOUBLE WOVEN
Fabric Gloves**

*Irregulars
and
Discontinued
Styles*

69c

Irregulars and discontinued styles from a famous maker. These double woven fabric gloves come in novelty silicons, shorty button styles and classic 4-button silicons. Colors in black, brown, wine and green. Sizes 6 to 7½.

—Downstairs at Ayres.

**Glorious Fall Shades and
Colors in**

New Fall HATS

You'll walk "heads up" into fall with these glorious new fall hat creations and the price is so shockingly low you'll probably want two or three of them. Select your fall millinery from this group, tomorrow and be assured of smart head fashions at budget prices. Also a new group of Fuzzy Felt Classics in this group. Head sizes 22-23.

\$1.00

Trims:
Veil
Ribbon
Ornament

—Downstairs at Ayres.

**FIRST QUALITY
Ringless Chiffon
Stockings**

**Full
Fashioned 50c**

4-Thread, pure silk to top, ringless construction chiffon hose with picot top stop and picot tops! Also reinforced heel, sole and toes, too! Sizes 8½ to 10½. Colors in Apresmid, Charmont, Titian and Animal.

Full Fashioned CHIFFON

29c

This big opportunity to stock up on fall and winter stockings. Pairs of these beautiful full-fashioned chiffon hose. Seconds in broken sizes and colors. Pr.

Fall Anklets 8c Pr.

Women's, misses' and children's anklets in blazer stripes and plain cotton. Seconds in sizes 6 to 10.

Boys' and Girls' Crew Socks. 8c Pr.

Plain colors with heavy rib top, elastic in tops. Assorted sizes in fancy colors. Sizes 8 to 10.

Children's ¾ Length Socks 10c Pr.

Plain, ¾ length with fancy colors in elastic. Assorted colors in seconds. Sizes 8 to 10.

Silk Chiffon Hose 19c Pr.

Genuine crepe silk chiffon hose for women in a smart color range. Seconds. Sizes 8½ to 10½.

—Downstairs at Ayres.

Sensational Sale!

Men's SUITS

Topcoats and Overcoats

**EXTRA \$11.88
FINE
VALUE!**

\$11.88



The Suits—

An outstanding sale of exceptional suit values to please the most demanding men. Suits of hard finish worsteds that wear well and hold their shape. Single and double breasted models. Also stout models. Dark patterns for year round wear. Select your suit tomorrow from this fine sale group.

The Topcoats and Overcoats—

This is your big opportunity to buy an all-wool topcoat or overcoat at a price that is sensational low. People ask in amazement, how we can sell these coats at such a low price and the reason is this VERY fortunate special purchase. Just look at the details, the fabrics, the workmanship and then you'll agree that they're worth many times the price of \$11.88.



Men's SLACKS

\$2.98

Slacks to "wear for wear" the whole fall. New colors with thin stripes. New brown, blue, grey, green, brown, grey overplaid. Sizes 29 to 42. Also high waist pocket, sizes 29 to 42.

—Downstairs at Ayres.