

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

Saturday! Choose Smart Fashions for Your Family!



Quality SLIPS

At a Price You Prefer to Pay!

Rayon Deiner SLIPS

Women's rayon deiner slips with a smart new rayon to enhance its beauty. Two tailored styles with "V" or Rhythm top. 4-Gore styles and seams that are reinforced with narrow rayon tape. Sizes 32 to 44 in Tea Rose.

\$1.00

Women's "Biltmore" SLIPS

Rayon crepe and rayon satin "Biltmore" slips with "V" rounded lace or Tailored tops with darts. Bias and 4-Gore styles. Sizes 32 to 44 in Tea Rose.

\$1.69

"Seamprufe" 10 ★ SLIPS

Lace and tailored styles in the famous Seamprufe 10-star slips. Famous for their long wear and quality construction. They come in 22 Gore and Bias styles. Made in both Rayon Crepe and Rayon Satin. Sizes 32 to 44 in Tea Rose and Dark Shades.

\$2.00

—Downstairs at Ayres.

Fall Footwear Fashion Strikes a New High In

CORLISS STYLE SHOES

\$3.00

Sizes 4½ to 9 Widths AAA to B



Gabardine open toe pump with perforated plastic glass inset that stretches with the foot, returning to its original shape when removed. High heel, bow trim \$3

High heel open toe pump in perforated crushed kid. Elasticized sides for comfort. A shoe that will look smart as long as its worn. Patent heel \$3

Wall last oxford in perforated suede, trimmed in simulated Alligator. Smart new pyramid heel that is perfect for walking \$3

—Downstairs at Ayres.

We Select a Group of Rich Fall Colors Designed In Smart Casual Styles and PRESTO!

Football Fashions for JUNIORS

\$6.98

SIZES 9 to 17!

Gold!
Blue!

Black and Gold!
Brown and Gold!
Aqua!

We've been planning for YOU! To have a wonderful day in the stadium, we've selected these adorable "Football Fashions." Designed to give that casual chicness that makes the boys cheer! Two color combinations in contrasting colors and solid color dresses. Soft rich colors that mean soft, dreamy fall is here ... so be sure and make the most of it.

Left: Two-tone, soft black with full gold trim in coat dress effect. Drawstring waistline. ¾-length sleeves. Size 17.

Right: Bright gold with shiny gold buttons on a coat dress. Long sleeves, two pockets. Size 9.

—Downstairs at Ayres.



Your Favorite Fall Coat!

Wool and Camel's Hair Sport Coats

With Zipper Linings

\$16.95

Sizes for Misses!

There's a big reason why you'll see so many zipper-lined wool and camel's hair coats during the coming fall and winter season. . . . They're PRACTICAL (wear them everywhere) . . . They're VERSATILE (lined for winter, zipped out for fall) . . . ECONOMICAL (priced to help you save, they're the big coat buy of the season). Plaid linings and plain linings. Wraparound and Boxy styles. Naturals only.

(Long term layaway and budget plan available. Ask your salesperson for details.)

A Popular Wraparound with plain zipper lining. Sizes 14 in natural color.

B Popular "Boxy Coat" in natural color with plaid zipper lining. Sizes 16.

—Downstairs at Ayres.



Gay Sportswear Will Make Your Fall Complete!

All-Wool Boxy Cardigans

\$2.00

Soft, little dainty sweaters that will harmonize graciously with your favorite skirt. All-wool sweaters in boxy styles with cardigan neckline. Gros-grain ribbon bound button hole strip with matching color buttons. Colors in Blossom Blue, Bayleaf Green, Maize, Natural and Red. Sizes 34 to 40.

All-Wool SKIRTS

Rich all-wool skirts in flared styles with sewn creases. Zipper and button plackets. Attractive colors in Bayleaf Green, Black, Brown, Soldier Blue, and Wine. Sizes 24 to 30.

\$2.00

Women's Long-Sleeve SHIRTS

\$2.00

Long sleeve shirts in Radium rayon crepe. They're fully washable too! Convertible neckline, padded shoulders, action back. White only. Sizes 32 to 38.

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The Ideal Sport Classic In "Bunny Felt" Pork Pie HATS

A smart reproduction of Big Brother's favorite topper. Perfect for sports and general wear. Choose such colors as Black, Brown, Navy, Indian Earth, Soldier Blue, Red, Wine and Vermilion in the group. Headsizes, 21½ to 23.

\$1

—Downstairs at Ayres.

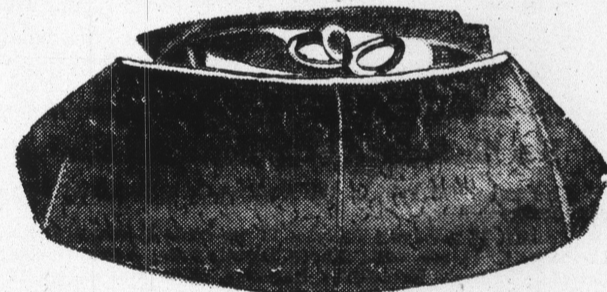
Your Favorite Stockings! Substandards of

REAL SILK De Luxe Chiffon STOCKINGS

79c Pair

These filmy, sheer chiffon stockings will soon become your favorites. If you haven't tried them, you must at once. You owe it to yourself to save on your hosiery bills. Reinforced at points of wear. All the new fall shades in sizes 8½ to 10½. Substandards are the stockings that escape, by the narrowest of margins, being classed as firsts. Their beauty and wearability are in no way impaired. Buy them with confidence.

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LOOK! Genuine Leather BAGS

A very, very special purchase of genuine leather handbags that we can offer for the meager price of \$1.00. Rough grains with fabric trims in gussets and handles. Large roomy styles, pouch styles, all have coin purses. Colors in both Black and Brown.

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Teen Girls Will Love These

Reversible COATS

\$10.98

Reversible Wool fleece plaid coats for teen girls. Reversible side of gabardine that is fully water repellent, warm and neatly tailored for style. Complete with removable hood. Sizes 10 to 16.

Teen Girls' Bunny Suede DRESSES

\$3.00

Girls' bunny suede dresses in new fall styles. Tailored and dressy types. Colors in Blue, Red, Green and Royal. Sizes 9 to 15.

Girls' 4-Way Coat

\$13.98

A reversible coat and two pairs of leggings. 1 pair of corduroy or 2 pairs of leggings. Can be worn for dress or play. All water repellent. Coat is corduroy on one side, fleece on the other. Wine and grey combinations. Sizes 7 to 10 years.

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