

# The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

\*REGISTERED

## Fashions for Fall are Lovely...and So-o Inexpensive!



**Rayon Camel Suedes**  
Charmingly Casual and Sleek for Fall!  
**\$3.00**

Picture pretty dresses of suave and supple camel suede rayon—proudly poised during a busy day! You will be delighted with their look of elegance, their fine details, and incredibly flattering lines, all in melting, charm-filled colors.

Top Left: Smart round neckline, self-belt, fake bow-tied pockets, and swing skirt. Powder blue, green, beige, wine and teal. Sizes 12 to 18.

Lower Left: Swank shirtwaist trimmed with "gold" button trim, bodice tucks springing from a waistband; three-quarter length kimono sleeves, slimming band; flared skirt. Powder blue, rose, green, teal, beige. Sizes 12 to 20.

Mail Your Order—or Phone RI. 9441  
Fashion Department,  
—Downstairs at AYRES



**Newly Arrived!**  
**PAM-PAM**  
**\$2.00**

Pam-Pam—the tam that changes its shape! It's so youthful, so adaptable you can key it to your mood, your costume—tilt it on the side of your head or over an eyebrow, perch it on your pom-pom—always where it is most flattering. Of wool felt, in adjustable head sizes.

—Downstairs at AYRES



**Stormy Weather Fashions for Business or School**  
**REVERSIBLES**  
**Juniors' and Misses' Sizes! \$12.95**

"Can't go on—there's no sun up in the sky"—then's the time to call for a reversible! Choose from a large assortment of cavalry twills, shetlands, bold plaids or corduroys. In all your favorite colors. The raincoat is of a sturdy beige gabardine that sheds water easily and adds degrees to the warmth of the coat. We sketch just two coats from a wide collection.

Top Right: Trench coat style with a shirred waist back, top button closing, tie front.

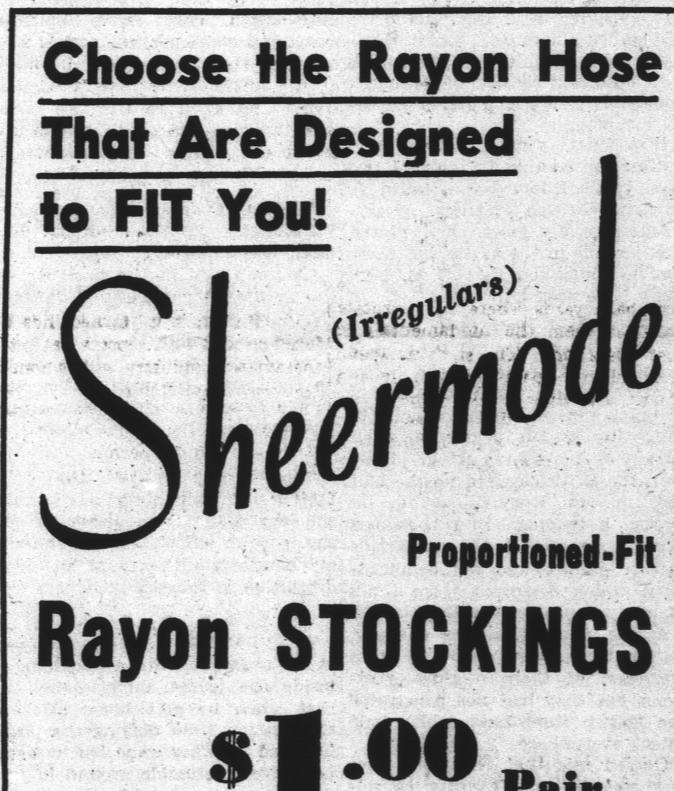
Lower Left: Boxy style cavalry twill coat with zipper front closing, slash pockets, roomy shoulders. —Coat Department,  
—Downstairs at AYRES



**Choose From 20 Lovely Styles**  
**CORLISS**  
**Quality Footwear**  
To "Go With" Every Costume In Your Fall Wardrobe  
**\$3.50** PAIR

Shoes for all occasions, shoes that lead a double life—smooth and tailored from dawn to dusk, feminine and fascinating from five on. These spell Corliss—the shoes with the season's smartest leather tones, the newest, prettiest styles. Crushed or smooth polish leathers, soft suedes, all in a variety of heel heights. Choose ties, spectator or dressy elasticized pumps. Black, tan or brown. Sizes 4 to 9—AAA to B Widths—in the Group.

Sizes 4 to 9—AAA to B Widths—in the Group  
—Downstairs at AYRES



**Choose the Rayon Hose That Are Designed to FIT You!**

**(Irregulars)**  
**Sheermode**  
Proportioned-Fit  
**Rayon STOCKINGS**  
**\$1.00** Pair

These are the rayon stockings made to fit and look like the famous Sheermode nylons. They're made on the same machine and in the same forty different leg patterns as nylons, so there is a stocking to fit you personally. They fit and look entirely different from ordinary rayons. Come in tomorrow and try them. You will be delighted with their beauty, their perfect fit. Laundering Precaution: Allow all rayon stockings to dry 24 to 48 hours.

Use Your Sheermode "Fit Card"  
—Downstairs at AYRES



**Include SWEATERS**

• • • Among the Clothes You Live In, Play In, Work In!

Turning leaves, golden trees, tang of autumn—Time for Sweaters! Knitted or soft as a cloud all-wool in smooth-as-honey colors!

Left: Long-sleeved boxy 11-p.o.n. wonderfully comfortable. Cherry, light yellow, pink, red, tan and beige. Sizes 32 to 46.

Center: Long-sleeved cardigan, easy to slip into or team with a pullover. Red, orange or yellow. Sizes 32 to 46.

Right: Short-sleeved slip-on. Over it put a cardigan or a jacket. Dark beige, light aqua, cream, raspberry, light or medium blue. Sizes 32 to 46.

—Sportswear Department, —Downstairs at AYRES



**Choose Beauty and Quality!**

**Plain Broadloom and Axminster ROOM-SIZE RUGS**

**BROADLOOMS:** In a heavy and perfect 50% wool, 50% rayon quality. All rugs are seamless. In beautiful solid colors, blue, green, burgundy, rust, beige, rose.

**AXMINSTERS:** Seamless, perfect quality all-wool face rugs in Persian Oriental, leaf, modern and Oriental designs. Blue, red, green, rose, brown and woodtones.

**\$39.50**

Broadloom in a heavy and perfect 50% wool, 50% rayon quality. All rugs are seamless. In beautiful solid colors, blue, green, burgundy, rust, beige, rose.

Axminster in a heavy and perfect quality all-wool face rugs in Persian Oriental, leaf, modern and Oriental designs. Blue, red, green, rose, brown and woodtones.

Deferred Payment Terms Are Available  
—Downstairs at AYRES



**CLEARANCE!**

**Odd Lot CURTAINS**  
1 to 4 of a Kind

Ruffled Curtains . . . . .	Colored Frame Panels . . . . .	Colored Tailored Panels . . . . .	Imperfect Rayon Panels . . . . .	Hotel-Type Panels . . . . .	79c
Each or Pair					

1 to 7-yard lengths in a wide assortment of patterns and colors. You'll find them attractive for spreads, drapes, cushions or chairs.



**Glosheen Remnants**  
49c YD.

1 to 7-yard lengths in a wide assortment of patterns and colors. You'll find them attractive for spreads, drapes, cushions or chairs.

**Discontinued Styles**

**Bates BEDSPREADS**  
**\$2.98**

Twin-bed and full-size spreads in a lovely cotton-colonial bedspread in an all-over design. Choose from two attractive patterns in blue, green, rose, cedar.

—Downstairs at AYRES



**CANNON**  
**Bath Towels**  
**29c-39c-49c-59c**

Seconds of these famous Cannon bath towels bought many months ago to assure you a wide selection of various qualities and styles of these heavy turkish towels at these low prices! Solid colors, reversibles, two-toned, colored borders from guest to large bath sizes.

**4-Pc. Matching Towel Set**  
You get one 22x44 bath towel; one 16x27 guest towel; two 12x12 wash cloths in this attractive reversible set. Double thread construction in peach, green, aqua, rose and blue with a lovely border.

**Cannon Washcloths**  
Seconds of large size terry wash cloths in all the qualities made at this famous mill. Solid colors and colored borders.

**Cannon Hemmed Towel Ends**  
A new assortment of reversible Cannon hemmed towel ends. Wide selection of colors and qualities.

**Honey-Combed Dish Towels**  
In extra large jumbo sizes.

**Muslin Mattress Covers**  
Full bed and twin sizes for Beautyrest mattresses. In a heavy unbleached muslin with bound edges and non-breakable rubber buttons.

**Zigzag Stitched Mattress Pads**  
Fully bleached in a closely stitched zigzag weave, all edges bound. Full bed sizes.

**\$1.00**  
Set

—Downstairs at AYRES