

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

★ REGISTERED

Back to School COATS

They Are As Hardy
As They Are Handsome!

\$17.95

Sizes for Misses
and Juniors!

In fine fabrics . . . fleece, tweeds and twills. In fascinating styles . . . Chesterfields, Londoners, Boy Coats and Balmacaans. In bright and becoming colors. Superbly tailored, with fine shoulders and roomy armholes. We show just three Back-to-School coats from our versatile and exciting collection . . . and, they, too, are as hardy as they are handsome!

1. Tweed Coat, boxy style, with a large button-up collar, two diagonal pockets. Blue, tan, cocoa.
2. Fleece Boy Coat with two large flap pockets, notch collar that buttons up. Also in wraparound and chesterfield styles. Camel, red and brown.
3. Twill cravenetted coat with slash pockets, removable belt. Has a pleat in the back and tucking at the waist. Tan, blue and brown.

—Coat Department, Downstairs at AYRES



1.



2.

3.



Your Beloved Shirtwaist Dress With a Classic Simplicity

SIZES \$8.95
12 to 20!

And, with a groomed look, an air of sleek perfection . . . perfectly simple and disciplined in cut. Finely tailored and relieved only by such exquisite details as tucking at the shoulders and waist, dainty "silver" buttons and crisp fan pleats in the skirt. It has a yoke back, a convertible collar. Navy, black or blue alpaca rayon crepe. Sizes 12 to 20.

—Fashion Dress Department, Downstairs at AYRES

The Most Beautiful Legs
In the World . . . Wear . . .

"Mary Grey" Bareleg Rayon Hose!

Irregulars 42c PAIR

You can't tell you're wearing stockings when you wear these bareleg rayons! They have no seams to mar the beauty of your legs . . . they're tissue paper sheer. Cotton reinforced toe and heel. In smart summer colors. Sizes 8½ to 10½.

—Hosiery Department, Downstairs at AYRES



Little Miracles of Fashion
to Change Your Costumes . . .

Sample Neckwear

Perf pique, crisp organdy and lovely lace to touch a dark dress with snowy white . . . to change it from one costume to a dozen different ones. Round necklines, v-necklines and square effects in this group of sample neckwear.

—Downstairs at AYRES

79c
EACH

Casuals

\$3.00 TO \$3.50

Ration-Free and Care-Free

We have 1,500 pairs of these ration-free, care-free casual shoes! Buy them to save your ration coupon and your rationed shoes. The uppers are of linen, or gabardine, the soles are of a good wearing synthetic material.

- BROWN!
- WHEAT!
- WHITE!
- BLUE!
- RED!

—Shoe Department, Downstairs at AYRES



Jaunty Jumper In Rayon Gabardine

SIZES \$4.49
12 to 18!

Jumper, trim as a ship but twice as pretty! With slick as a whistle lines tailored to a neat perfection, calculated to serve you in the classroom or the office. It has a trouser pleat skirt, with a jaunty air. In your beloved rayon gabardine. Luggage, brown, victory blue.

Fruit of the Loom COTTON SHIRTS
Superbly tailored cotton shirts that go beautifully with your rayon gabardine jumper; launder as easily as a handkerchief. With a convertible neckline and an action back. Sizes 34 to 40. \$1.39
—Sportswear Department, Downstairs at AYRES