

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE



Our NEWEST Small Poke Bonnets ... IN WOOL FELT

It fits your head. Wear it back, with your hair showing in front and softened with a double brim. Trimmed with a veil and crisp feathers. Black, brown, turtan and soldier blue. From our collection of new Fall hats which also includes pert pompadours, flattering off the face styles, berets and kettle brims.

—Millinery Department,
Downstairs at AYRES

\$2



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



A "Must" When You
Discard Your
Socks for Stockings!

GARTER BELTS

Smooth fitting and comfortable. Fashioned of cotton mesh that has an elastic "Give" to it and an elastic band in back. Sizes 24 to 30. Other styles in spun rayon or rayon satin at \$1.25.

—Corset Department, Downstairs at AYRES

\$1.25



For Busy Days and
Carefree Evenings

Braid Trimmed DRESSES **\$8.95**

SIZES 14 to 20!

Two dresses with sliver-slim lines and a prettiness that's not too dressed up for work, not too casual for gala evenings. Smartly fashioned of well-wearing rayon alpaca crepe.

1. Trim two-piece style trimmed with soutache braid, self buttons to the bottom of the waistline; flattering below the elbow sleeves. Brown, green. Sizes 14 to 20.
2. Figure defining princess style trimmed with decorative self material braid; a belted back for a hand span waistline. Black, blue, green. Sizes 14 to 20.



Loafer Step-In



Draw-String Tie



Moccasin Oxford

College Classics

For Back to School
... or Business!

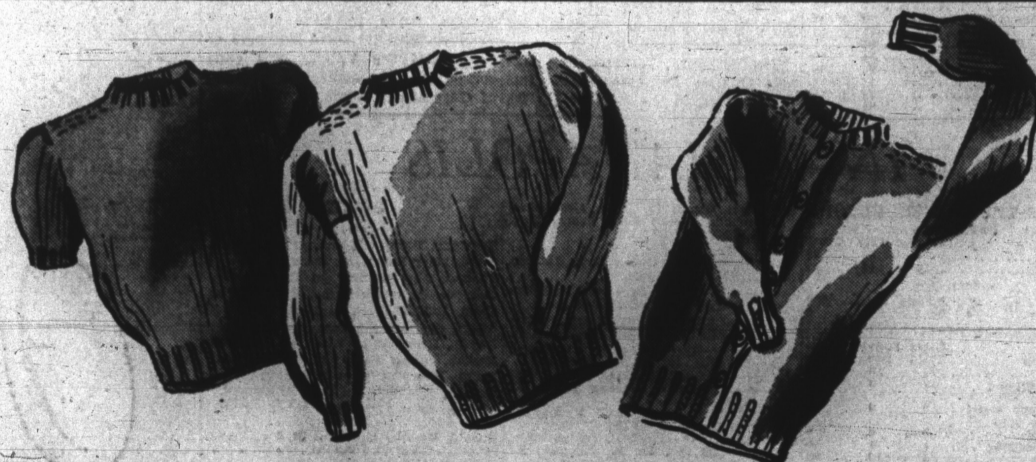
\$4.00

- Active Maid!
- Corliss!

- WALLED LAST!
- MOCCASIN VAMP!
- LOW HEELS!
- STURDY LEATHERS!

College bound . . . or business bent . . . in sturdy, down-to-earth shoes for REAL, not occasional walking, standing, working. Geared for action, built for comfort . . . College Classics are the correct shoes for all year-round campus wear.

—Shoe Department, Downstairs at AYRES



Indispensable for Fall!

"DRAFT-DODGING" SWEATERS

\$2.25

\$3.00

\$3.98

Classic Slip-on Sweaters with a look of pertness and demure short sleeves. With a wool blend content. Maize, dusty pink, powder blue, green glass, red. Sizes 34 to 40.

Boxy Slip-on Sweaters fashioned with a smooth perfection and long, warm sleeves. In a fine wool blend. Maize, dusty pink, powder blue, spice, brown, red, black. Sizes 34 to 40.

Boxy Cardigan Sweaters with an air of studied carelessness and long sleeves; knitted of soft, warm all-wool. Dusty pink, powder blue, maize and red. Sizes 34 to 40.



ALL-WEATHER Reversible COATS **\$12.95**

- TWILLS
- PLAIDS!

- TWEEDS!
- CORDUROY!

They're the most practical coats in any wardrobe because you can wear 'em when it rains or when the sun shines. One side is of water repellent gabardine; for the other, you have a choice of tweeds, twills, plaids or corduroy; slim fitted or breezy boxy styles in attractive and becoming colors. Sizes for juniors and misses.

—Coat Department, Downstairs at AYRES



Let It Rain, Who Cares!

All-Weather UTILITY COATS

\$5.25

Juniors' and Misses' Sizes

Let it rain, who cares? You won't . . . 'cause you'll be snug and dry in your cotton gabardine utility coat. It has raglan sleeves (these make it easy to slip on over suits) a fly front, two large slash pockets, a vent back. Natural color only. Juniors', Misses' sizes.

Other Utility Coats, \$3.98 and \$5.95

—Coat Department, Downstairs at AYRES