

L. S. Ayres & Co.
AT HOME IN INDIANA FOR 75 YEARS

SKIRTS AND BLOUSES

THAT MAKE THE GRADE

They'll take front row seats in school this Fall—all-wool pleated skirts in assorted gay Scotch plaids, teamed with crisp white cotton blouses. Sizes 7 to 14.

Skirts 6.98

Blouses 3.00

Girls' Dept., Fourth Floor



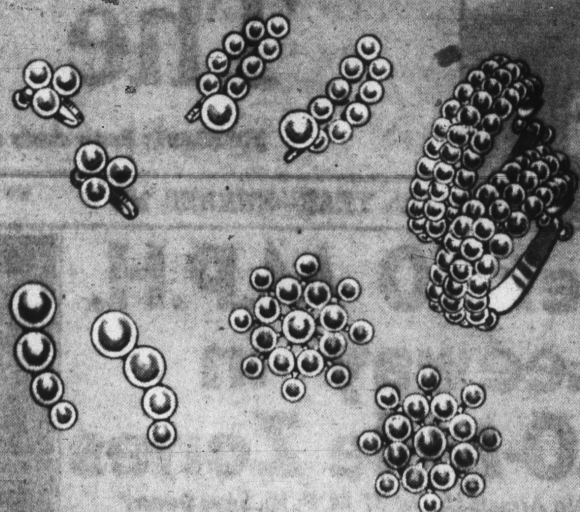
"IT'S THE FIT THAT COUNTS!"

IN A MYNETTE

12.95

Especially designed for the half size figure. It's proportioned to really fit! Rayon crepe made with softly draped lines, bracelet length sleeves and a flattering V neckline. Half sizes 16½ to 26½. Black and brown.

Daytime Dresses, Fourth Floor



"MAKE-BELIEVE"

PEARL BUTTON EARRINGS

1.00*

So pretty... so perfect for the "Lovely Lady" look of Fall! We've a wonderful assortment in plain and fancy designs—tiny earrings, huge clusters, and all the "in-between" sizes!

*Plus 20% tax

Costume Jewelry, Street Floor



DEBCRAFT

"BLOUSE OF THE MONTH"

3.98

Fashioned with a twin trick neckline to wear as an ascot, wear as a bow! Beautifully tailored of rayon crepe in white or pink. Sizes 32 to 38.

Neckwear, Street Floor

CORDUOYS FOR LITTLE BOYS

By CARLTON

Washable, sturdy corduroys of famous, high-quality fabric, for the cooler weather ahead. Well made, and in colors that team up nicely with jaunty striped cotton polo shirts and little beanies.

A. Overalls—Navy, dark brown, light blue or red, sizes 3 to 6. 3.75

Jacket—Navy or brown, sizes 3 to 6. 5.00

Short-sleeved polo shirt, in assorted stripes and plain colors, sizes 3 to 6. 1.89

Corduroy beanie. 1.00

B. Slacks—Fly-front, adjustable suspenders. Navy or dark brown, sizes 4 to 6. 4.00

Long-sleeved polo shirt, in assorted stripes, sizes 3 to 6. 2.25

Cotton beanie, in red or white. 1.00

Children's Shop, Fourth Floor



CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9.00 to 5.25



DAINTY NEW

GOLD CROSS SHOES

9.95

Designed with a new, pretty-lady look in the mood of Fall's feminine fashions... built in the famous Gold Cross manner that puts comfort into every step. Bow pump in black calf; platform pump in black suede. Mail and phone orders accepted.

Shoes, Second Floor