

NOVEMBER SALE! DOWNSTAIRS AT AYRES

*The Price Goes Down
on Our Famous*

"Patty Prim"

Coats for Girls

These coats are definitely made to give long service and good looks to "Miss 7 to 14." Choose from flanne, suede cloth, tweeds, diagonals and Tally-ho's. Some fur trimmed—lined and inner-lined. Double breasted styles, belt and button trim; saddle shoulders.

Girls' Wool Jersey Frocks

Warm jersey dresses for zero weather in one or two-piece styles. Also jumper style. Long or short sleeves. Wine, green, blue, brown. Sizes 7 to 14.

\$9.45

\$1.79

Downstairs at Ayres.

**Keep Tiny Tots Warm In
Coats and Leggins**

**3-Piece
Sets**

\$3.98

**Sizes
1 to 3**

Jack Frost will never get into these warm, well made fleecy chinchilla sets. Button up snugly, and fit well. Set consists of coat, leggins and beret to match. Heavy and very warmly lined and innerlined. In pastel shades. Washable.

Children's (2 to 6) Coats, \$4.98

Downstairs at Ayres.

**Ladies! Don't Freeze!
Buy A Ripple-Cloth
BATHROBE**

**Bargain
Priced!**

\$1.98

Made from soft cotton down that radiates warmth and good looks. These warm bathrobes have side-scalloped collar, and contrasting colored trim. One large side pocket. In heavenly shades of blue, rose, orchid and red. Small, medium and large sizes. A dandy Christmas gift for mother or sister.

Other Bathrobes, \$2.98 to \$3.95

Downstairs at Ayres.

Wear "Cuddles"
They Are Part Wool
and So-o Warm!

**Panties
or Vests** **50¢ EACH**

Why freeze to death when you can buy these warm panties and vests at a low sale price. They have no bulk or weight, neither do they bind—and they fit faultlessly under fitted frocks. Just 12½% wool. Small, medium and large sizes. Irregulars.

No. '5' Cloth Rayon Undies, 59c Ea.
Panties, vests, stepins, bloomers or chemise that will wear thrice as long as ordinary rayon undies.

Downstairs at Ayres.



Bring On Your 'Cold Wave'! Our 'Hot' Sale Prices On Warm Winter Things Will Keep the Whole Family Snug!



**"Quality
Endures"**

AYRES' DOWNSTAIRS STORE is fully prepared for untimely November cold weather... and our November Sale is planned to "warm" chilled household budgets. Warm coats—warm underwear—warm hosiery—warm shoes—warm blankets and comforts... EVERYTHING to keep your entire family warm and comfortable, is HERE in this big department store on one floor... at NOVEMBER SALE PRICES that will "warm the cockles of your heart!" And remember: Every item is in good fashion—and of Ayres' dependable QUALITY! Plan NOW to Shop with the whole family tomorrow! Doors open at 9!

Left: A "classic black" boucle coat—with a big, upstanding collar of genuine Fitch; beautiful sleeve treatment!

Center: This youthful coat in Plum Blue has a big collar, and top of sleeves entirely encased in gray wolf fur.

Right: Forest Green boucle coat with collar and cape sleeves trimmed in gorgeous gray wolf.

**You Get Sensational Value
In This Great Sale of
Warm Furred Coats**

\$16

**Sizes for Misses,
Juniors, Women!**

Downstairs at Ayres.

—Manchurian Wolf (dog) —Fitch
—Painted Wolf (dog) —Lapin
—Beaverette (rabbit) —Coney

Don't Shiver and Shake Another Night!

All-Wool Blankets Are Very Specially Priced!

**\$3.98
EACH**

These blankets were made just for such Indiana nights as the last night. There's plenty of warmth in them for they are thick, fleecy and heavy. Size 72x84 inches. Weight, 3½ lbs. In solid colors of blue, rose, gold, peach, green and lavender. Don't be caught freezing again!

Wool Blankets for Twin Beds, \$2.98 Ea.

Size 66x80 inches, thick and heavy. Fleecy for warmth. Satine bound ends. In gorgeous solid colors of orchid and green. This low price for November Sale Only!



Part-Wool Single Blankets

Guaranteed at Least 5% Wool

**70x80
Size**

\$1.29

**72x84
Size**

\$1.39

Exceptional low price on warm single blankets just in time for this early winter weather. The ends are satine bound. The colors are wanted plaids—in blue, rose, gold, green and lavender.

Cotton Sheet Blankets

50c | 79c

A limited quantity of blankets in Seconds. Size 70x80. The colors are plaids. Exceptional value.

Fleecy napped, and in beautiful plaids. Made by the famous Sunset Mills. Size 72x84. Special for November Sale!

Downstairs at Ayres.

Heavy Wool-Filled

COMFORTS

\$3.24

This is the heavy weight in our comfort family. Good size, made from good materials. The price is a winner, too, it's a real low.

AYRES • DOWNSTAIRS • STORE