

# NOVEMBER SALE! DOWNSTAIRS AT AYRES



The Price Goes Down  
on Our Famous

"Patty Prim"

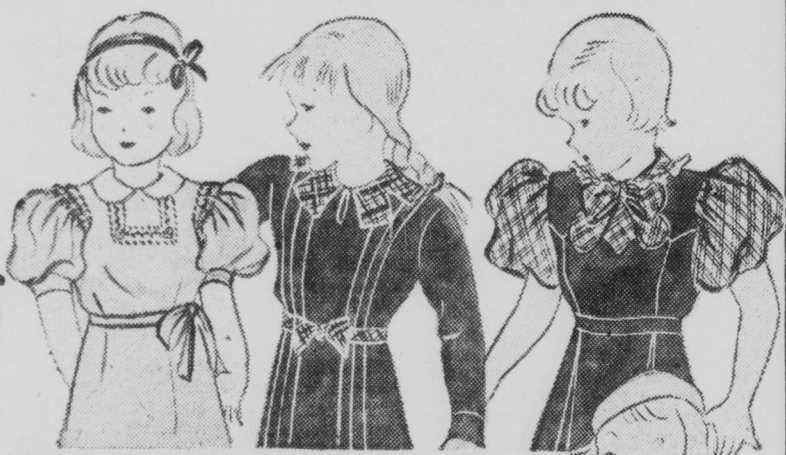
Coats for Girls  
\$9.45

These coats are definitely made to give long service and good looks to "Miss 7 to 14." Choose from fleece, 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  
\$1.79

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.

Downstairs at Ayres.



Keep Tiny Tots Warm In  
Coats and Leggings

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, leggings 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-scarped 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

Here's your chance to own a glorious coat at an amazingly low price! Every coat is a triumph in fashion and quality! They are new and fresh, and when you see them you'll be amazed at their expensive appearance! Each coat is glorified with luxurious furs—thick, sleek and silky—with big upstanding collars to frame your face—many with generous fur treatment on the shoulders—others with furred sleeves. Flattering styles for juniors and misses and for the matron.

\$16

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

Sizes for Misses,  
Juniors, Women!

Downstairs at Ayres.

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, 3¾ 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

A limited quantity of blankets in Seconds. Size 70x30. The colors are plaids. Exceptional value.

50¢

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

79¢

Downstairs at Ayres.



Heavy Wool-Filled  
COMFORTS

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.

\$3.24

AYRES ★ DOWNSTAIRS ★ STORE