

# The "BUY WAY" OF INDIANAPOLIS AYRES A DOWNSTAIRS STORE

\*(REGISTERED)

If Winter Makes You Shake and Shiver—This Is YOUR Sale!

## Fine Fur-Trimmed COATS With Quilted Lambswool Inter-Lining



... Covered With Beautiful  
Crepe Top-Lining

**SALE PRICED**

**\$17.95**

Let the north wind blow and the thermometer go down below the zero mark! For you're wrapped up in this winter coat with the 100% lambswool inter-lining that you bought at a low sale price. Not only is this coat WARM—but it's smart looking and trimmed with a vast amount of luxurious fur. Slim lines and sleeve detail are present to add that smart fashion note. Sizes for women and misses. Your favorite color, black, brown or green.

### Fur Trimming:

Lapin*	Dyed Fox
Beaverette*	Skunk
Pointed Dog	Caracul
*Rabbit	

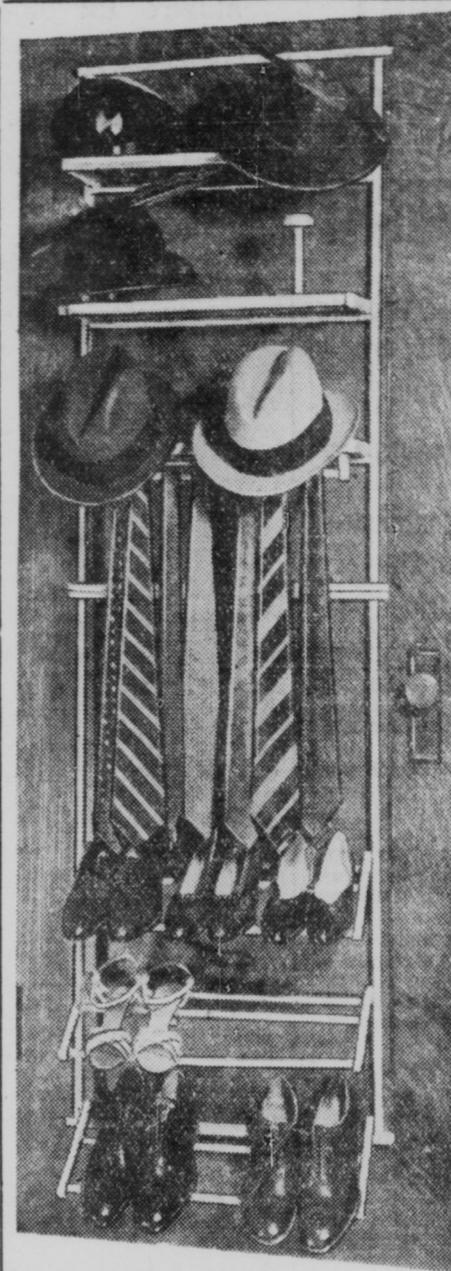
### Other Winter Coats

Note the  
LAMBSWOOL  
Inter-Lining

Lovely fur trimmed coats in the  
new 1934 fashions. Slim lines.  
New details on the new fabrics.  
Sizes for women, misses and  
juniors.

**\$14.95**

—Downstairs at Ayres.



Friday! A **SALE** for  
Homes With Limited  
Closet-Space!

## CLOS-I-DOOR RACKS

Make an Extra Closet  
on Every Closet Door!

**SALE PRICED!**

**\$1.00**

Here's the handiest gadget we've sold for  
many a day. It's a plain, unfinished hard-  
wood rack that will make an extra closet of  
any door. Holds your hats, ties, shoes and  
etc., just as pictured here. It's ready to hang  
and easy to put up... not over 5 minutes of  
your time! When not in use will fold into a  
small space. Will make an ideal shower gift  
or a grand Christmas present. Small addi-  
tional postage charge of 20¢ for mail orders.

### Holds:

Men's Hats Men's Shoes Ties, Scarfs,  
Women's Hats Wom. Shoes Belts

—Downstairs at Ayres.

## Because They Wear So Well—Women Choose "Buster Brown" Hose

Durable Service Weight

"Buster Brown" Hose are made from a serviceable rayon  
that wears and wears. Women choose them because  
they're perfect quality and have a seamed back and  
fashion marks. In assorted colors and sizes from 8½  
to 10½.

**25c**

—Downstairs at Ayres.

## Special FRIDAY SELLING of Knitted Sports Frocks

In the "Thrifty-Price" Dress Shop!

For Women  
and  
Misses!

**\$2.95**



With all the fashion magazines and papers and  
movies talking about knits—tomorrow—we  
present a group of fashion's new knitted  
sports frocks. One-piece tailored styles.  
Two-piece sports styles. Wearable fashions  
for the street, office or afternoons, spent shop-  
ping. Well made and smartly tailored. Sizes  
for women and misses, 14 to 40.

Angorettes Featherweight Plaids  
Rabbit's Hair Woolens Checks  
Wool Knits One-Piece Plain Colors  
Two-Piece Styles Styles Bright Colors

—Downstairs at Ayres.

Because You Asked for It!

## Repeated SALE New Winter HATS 59c EACH



Tomorrow we're repeating that thrilling sale of  
new Winter Hats that proved to be a record-  
breaker last week. We've just received many,  
many boxes of new creations that you can wear  
and at a price that you can afford. Berets, Russian  
toques, Tyroleans, brims, turbans, in fact  
every style you've wanted in the color you can  
wear.



### Suedene Jackets

Bright colored suedene jackets, classed  
as irregulars. Cossack style. Windproof  
and very warm. Sizes 8 to 16 years.

**\$1.15**

### Girls' Twin Sweater Sets

All-wool twin sets in brown, rust, green and blue  
colors. Classed as irregulars. Sizes 10 to 16.

**\$1.65**

—Downstairs at Ayres.

### Girls' and Tiny Tots' Balbriggan PAJAMAS

**59c**

These balbriggan pajamas are just  
the thing you need for nights like  
these. In pastel colors. Irregulars.  
Sizes 6 to 16.



### Coat Sets

**\$1.98**

Tot's part-wool chinchilla coat sets with  
berets to match. Warmly innerlined. Choice  
of colors. Sizes 3 to 6.



### Tots' Wool Sweaters

**66c**

All-wool sweaters in slipover or coat style.  
In all the favorite colors. Sizes 2 to 6 years.

—Downstairs at Ayres.

**25c**

The Newest and Smartest  
"Heel-to-Toe" Fashions  
at One Low Price!

## SHOES

• Pumps  
• Straps  
• Ties  
• Sandals  
**\$1.98**  
PAIR



The newest, the smartest foot-flattering shoe  
fashions cost very little money Downstairs at  
Ayres. They're the newest styles and leathers in  
ties, straps, sandals and pumps in kids, calf,  
fabrics and crushed leathers. Styles that will keep  
you apace with fashion... and a step ahead of  
your budget. Dress styles and arch styles. Sizes  
4 to 9. Widths AA to C.

—Downstairs at Ayres.

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