

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

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	

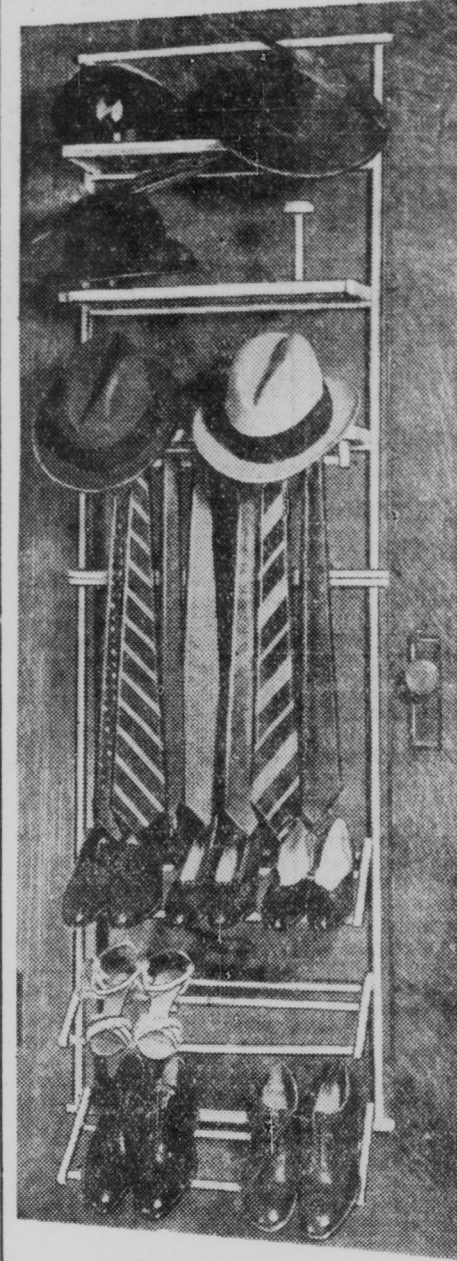
Other Winter Coats

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 hardwood 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 additional postage charge of 20c 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

25c

"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.

—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.

—Downstairs at Ayres.



Girls' Snug Fitting

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

★ 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.

Infants' Hose, 2 Pr.

Infants cashmerette hose. Classed as irregulars. Sizes 4 to 6½.

25c

—Downstairs at Ayres.

Special FRIDAY SELLING of Knitted Sports Frocks

In the "Thrifty-Price" Dress Shop!

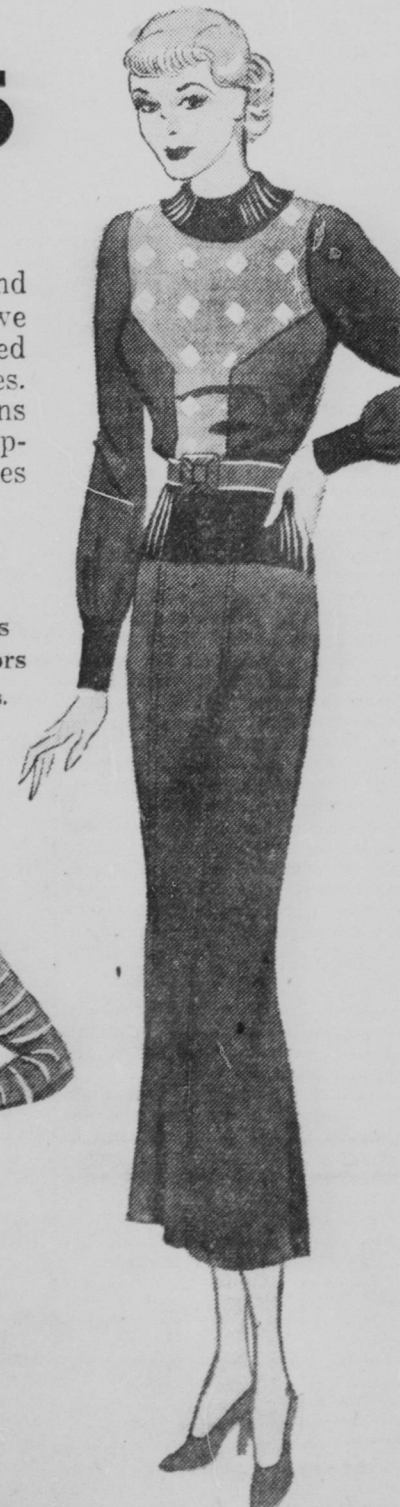
For Women
and
Misses!

\$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 shopping. 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.



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.