

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

(REGISTERED)

*Pardon Us for Reminding You . . . but It's Just 10 Weeks
Till Christmas . . . and NOW Is an Ideal Time to Use
Our "Long-Term" Layaway for the Purchase of That*

Christmas Gift FUR COAT



Novelty button-up collar, twisted boucle tweed. Single breasted style - belted model. Size 12.

Double-breasted twisted boucle sports back. Full belted. Size 12.

Double-breasted brown fleece with tailored reefer collar. Sports back with inverted pleats. Size 18.

For Your Wife . . . Your Mother . . . Your Sweetheart . . . Your Daughter or Sister!

\$49.50

It's a Treat to Buy a Black Seal Dyed Fitted or Swagger Style Coat at a Price Like This!

We urge you to take immediate advantage of this special "Long-Term" layaway plan . . . and get the FUR COAT your wife, your sweetheart, your mother or your sister has always wanted. These coats are made from heavy buck pelts . . . they'll wear. The hair is long, fine and has a high gloss . . . that means beauty and luxury. They're man tailored by a maker famous for his expert fitting and styling . . . that means fashionability and quality! Choose from black seal dyed (rabbit) fitted or swagger styles in a size for every woman!

* Ayres'
Long-Term
Layaway Plan

Is a convenient and easy method by which you buy

... a Fur Coat for Christmas giving! Just select the coat you like the best. Make a small down payment, and then small weekly or monthly payments until the coat is paid for in time for Christmas.

Note These Details — They Mean Quality!

- Fully Lined!
- All Skins Heavy
- Buck!
- Long, Fine Hair!
- High Gloss!
- Man Tailored!

Sizes:
12 to 20
38 to 44



Right:
Black seal dyed rabbit swagger coat with Johnny collar. Size 18 . . . \$49.50

Left:
Black seal dyed rabbit coat with a magnificent young mink collar. Size 38. \$49.50

... If You Plan to Spend More
Money for a Gift . . . We Suggest a
Northern Seal Dyed Coney

FUR COAT

\$99

These are perfectly gorgeous coats
—many come in the new Princess
and swing styles. Fully lined. Made
from selected pelts of the finest
quality. Sizes for women and
misses.

Downstairs at Ayres

Downstairs
at Ayres
Where Correct
Fashions Are
Less
Expensive!

The Most Practical Utility Coat You Can
Ever Own . . . Wear One Now . . . Wear It
This Winter . . . Wear It Next Spring!

Rain-'r-Shine*

Sports Coats

\$19.75

*Registered

Here's Just An Idea of What You'll Find!

Twisted Tweed
Boucles!
Tweed Mixtures!
Fleeces!
Plaid Backs!
Alpaca and Barbour
Fleeces!

Fitted Styles!
Swagger Styles!
Reefer Styles!
Flared Skirts!
Belted Styles!
Black, Brown,
Green, Gray

Rust, Wine
Reds, Light Grey
All Fully Lined!
For Street!
For Work!
For Sports!
For Motoring!

Sizes
for Every Woman!

12 to 20-38

to 44-46 to 52

and 16½ to 26½!

"Rain-'r-Shine" is our own exclusive, registered name for a collection of sports coats hard to beat anywhere for all around usefulness. Here we show just 4 from our latest line-up of these new sports coats. They're husky and warm! They're well tailored! They're smart . . . and you'll get worlds of wear out of them. The fabric in each coat is moisture, dust and wrinkle proof. Choose YOUR "Rain-'r-Shine" from an impressive collection of many styles for women and misses!

—Downstairs at Ayres.