

# 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**

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

**\$49.50**

★ 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.

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 made 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!

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 16 . . . \$49.50

Left: Black seal dyed rabbit coat with a magnificent round collar. Size 16 . . . \$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!



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

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

Double breasted tweed boucle sports back. Full belted. Size 12.

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!

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|--|---|--|
| Twisted Tweed<br>Boucles!<br>Tweed Mixtures!<br>Fleeces!<br>Plaid Backs!<br>Alpaca and Barbour<br>Fleeces! | Fitted Styles!<br>Swagger Styles!<br>Reefer Styles!<br>Flared Skirts!<br>Belted Styles!<br>Black, Brown,<br>Green, Gray | Rust, Wine<br>Reds, Light Grey<br>All Fully Lined!<br>For Street!<br>For Work!<br>For Sports!<br>For Motoring! |
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"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.

Sizes for Every Woman!  
12 to 20-38  
to 44-46 to 52  
and 16½ to 26½!