

PAGE 2 THE INDIANAPOLIS TIMES THURSDAY, OCT. 22, 1938

# The "BUY WAY" OF INDIANAPOLIS★ AYRES ⚡ DOWNSTAIRS ⚡ STORE

★ (REGISTERED)

# Three Dramatic COAT SALES

## Plan to Be Here When the Doors Open

# Tomorrow at 9:30

**\$9.95**

BUYS A FINE  
**SPORTS  
COAT**

For Wear Now . . . This  
Winter and Next Spring!  
Big, Complete Assortments!

Big, Complete Assortment

Make a dash for these values! Every coat in this group is brand new, specially purchased for this sale! Every coat is a style hit, in color, in fabric and in tailoring! Heavy, warm swaggers, reefers and plaid back styles in one of the greatest assortments of fall and winter colors we've had in years. Sizes for women, for misses, for Juniors. Many of these sports coats have the NEW SWING and PRINCESS flare skirts.

SIZES:

**SIZES:**

**SIZES:**  
11 to 19—14 to 20—38 to 52!

**Oxfords!  
Grays, Browns!  
Green, Navy,  
Rust, Wines!  
Football Shades!  
Reefers!  
Belted Styles!**

**Half-Belt Styles!  
Sports Backs!  
Plaid Backs!  
Tuxedo Fronts!  
Swaggers!  
Ombre Plaids!  
Wrap-Arounds!**

—Downstairs at AYS

Downstairs at Ayres.

## Spectacular Sale!

# Fur-Trimmed COATS

**\$16.00**

Think of getting a beautiful fur-trimmed coat at this price! A coat trimmed with expensive looking furs . . . in a warm, serviceable wool fabric . . . in black, brown, green or gray color! A swagger style, a fitted style, a style with slightly flared skirt! These are just a few of the most important details that make these coats at this price . . . outstanding values! Sizes 11 to 19, 14 to 20, 38 to 52, 35 to 47.

**Suede and 'Nubby  
Sport Fleece!  
Rough Weaves!  
Lined and Inter-  
lined!  
Fox Paw Collars!**

**Manchurian Wolf!**  
**Fitch Collars!**  
**French Seal!**  
**Vicuna!**  
**Skunk, Dog!**  
**Caracul, Sealine!**

### —Downstairs at Ayres

It's Just 9 Weeks Till Christmas  
... Now's the Time to Use  
Our "Long-Term" ★ Layaway  
Plan for the Purchase of a

# Christmas Gift Fur Coat

*For Your Wife . . . Your Mother  
 . . . Your Sweetheart, or Sister!*

**\$49.50**

These are the **FUR COATS** they'll want to get for Christmas! They're the coats they'd buy for themselves! Coats made from heavy buck skins ... they'll wear! The hair is long, fine and has a high gloss ... that means beauty! Man-tailored by a maker famous for his fit and styling. Choice of black seal dyed (rabbit) fitted or swagger styles. Sizes 12 to 20 and 38 to 44.

- Fully Lined!
- All Skins Heavy Buck!

- Long, Fine Hair!
- High Gloss!
- Man Tailored

★ Sol

your coat you like the best. Make  
an payment, and then small  
monthly payments until coat  
is delivered in time for Christmas.

—Downstairs at Ayres.

**\$15.00**

BUYS A FINE  
HEAVY DUTY  
**SPORTS  
COAT**

These are the Sports Coats avidly sought after because smart women know their practicability and fashionability for wear here, there and everywhere. Come in to-morrow . . . be one of the first to realize a neat saving on a general utility coat you can wear for the next 7 months. This collection is complete in every detail . . . color, size, style and fabric assortment. Swaggers, misses and the Junior-Miss.

**SIZES:**

**SIZES:**  
**11 to 19—14 to 20—38 to 44—**  
**and Many Half-Sizes!**

**Oxford, Grey,  
Green, Rust,  
Brown, Wine!  
Football Shades!  
Smooth Fleeces!  
Shaggy Fleeces!  
Sterzel Backs!**

**Hollywood Wrap-  
arounds!  
Princess or Swing  
Styles!  
Sports and Belted  
Backs!  
Double Breasted!**

—Downstairs at Ayres