

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

## Three Dramatic COAT SALES

Plan to Be Here  
When the Doors Open

(REGISTERED)

Tomorrow at 9:30



**\$9.95**

BUYS A FINE  
**SPORTS COAT**

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

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:

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 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 colors. A swaggy 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, 38 to 47.

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

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

—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 tomorrow . . . 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, fitted and wrap-around models for women, misses and the Junior-Miss.

SIZES:

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

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

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

—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  
• Duck!

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

★ So you like the best. Make a payment, and then small monthly payments until coat is delivered in time for Christmas.  
—Downstairs at Ayres.