

Healthfully
Air
Conditioned

AYRES • DOWNSTAIRS • STORE

SUMMER STORE HOURS: Daily, 9:30 to 5:00—Saturday, 9:30 to 1:00

★ THE "BUY-WAY" OF INDIANAPOLIS

★ (REGISTERED)

Go Back to School With a Luxuriously Furred Winter COATS

- Exceptional in Quality!
- Definitely New in Style!
- In Sizes for Junior-Misses!

Coats for dress wear and coats for sports . . . and every one of them is trimmed with furs of unusual quality . . . manipulated in new and exciting ways. Every college-bound girl will want to include a coat of this type in her winter wardrobe! The materials are Fashion's newest pebble weaves. Commodore boucles and heringbone tweeds . . . black, brown, green and tweed mixtures. Furs include squirrel, Jap Coon, caracul, skunk, French Beaver (rabbit), natural fitch and others. Priced at—

\$38

—Downstairs
at Ayres

Sizes:
11 to 17
14 to 20

A FITTED and belted sports tweed with luxurious Wolf collar. Modified flare skirt.

B FITTED wrap-around with a lovely pointed fox collar. Commodore boucle in green. Interlined for extra warmth.

C A PENCIL-STRAIGHT fitted coat with squirrel trim on collar and down the front on both sides; brown nub weave; interlined.

Use Our
Long-Term
LAYAWAY

Just make a small down payment; pay the balance in small installments until your coat is paid for in October or November.



Your "Teen Age-er"
Will Adore These New
Gone With the Wind
Winter Coats
\$16.75

Again Margaret Mitchell's book, "Gone With the Wind," has inspired a fashion success for little Miss Teen Age! Its flaring, flowing, wind-swept lines will delight every girl . . . and she'll like the fabric—"Silva Krimma"—a fur fabric that at first glance looks like fur. The luxurious lining is guaranteed for the life of the coat. Use our long-term lay-away plan NOW. Sizes 12½ to 16½.

Cinderella Frocks . . . \$1.15
Choose "Cinderella" dresses now, while assortments are complete! These famous dresses are made of printed and plain color cottons—all attractively trimmed; in swing styles, princess lines and jacket effects. Sizes 3 to 16.
—Downstairs at Ayres.



No. 1204
Size: 46-52
Cotton
Orchid
Navy



No. 1199
Size: 36-44
Cotton
Wine
Black

Order
by Mail
—or Phone
RI. 9441

No. 1111
Size: 36-44
Navy
Brown

They're Here! The New Fall "FRUIT of the LOOM" Cotton Dresses



\$1.29

Only at Ayres' Downstairs Store in Indianapolis can you buy the famous "FRUIT of the LOOM" cotton daytime dresses! And tomorrow we offer a brand new assortment of 1200 . . . more than a dozen beautiful fall styles, with self frills, ruffles, shirring, tucks and pleats . . . all made to fit perfectly . . . in lovely new printed florals, geometrics, checks, dots and paisleys. Deep-tone shades of wine, blue, rust, green. Every dress is made of genuine "Fruit of the Loom" 80-square percale . . . and remember: You get EXTRA QUALITY—guaranteed as advertised in Good Housekeeping Magazine.

SIZES:

14 to 20 for Misses
38 to 52 for Women



No. 912
Size: 14-20
Navy
Cotton
Green
Brown



No. 909
Size: 14-20
Cotton
Black
Brown

No. 1001
Size: 14-44
Cotton
Brown
Orchid

No. 1002
Size: 14-44
Navy
Wine
Black

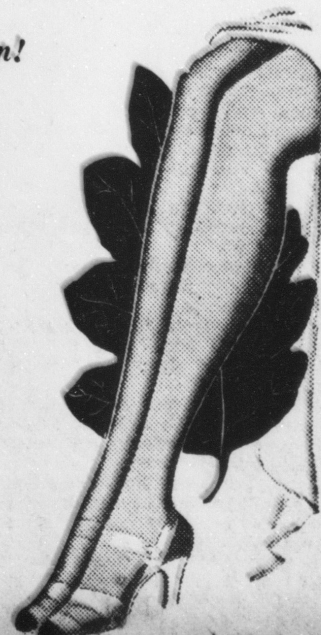
FROM A FAMOUS MAKER

Sheer Chiffon STOCKINGS

- Full-Fashioned!
- Ringless Construction!
- High-Twist Silk!
(Nearly Snag-Proof)
- Slightly Irregular!

59c

Stock up on these stockings if you love beautiful things! They're made of three-thread chiffon—very sheer and clear. They're full fashioned for perfect fit and have dainty picot tops and runstop. They're irregular from a famous maker—and will give good service considering their sheerness. Well reinforced at all points of wear. Sizes 8½ to 10½.
—Downstairs at Ayres



Send That Boy Back to
School With Plenty of

"Cranbrook, Jr." STURDY SHIRTS

Exclusive
With Ayres'
Downstairs
Store

69c A FINE BUY

There's no need to replace that boy's shirts every few weeks! Switch to "Cranbrook, Jr."—a real QUALITY shirt and your troubles will be over. You can choose from plain white, navy or brown—and a host of neat fancy patterns. Full cut and carefully tailored in every detail; guaranteed sizes. Juniors, 8 to 12. Boys, 12½ to 14½.

Neva-Wet Cordu. Knickers \$1.98

Real plus-four knickers in good quality "Neva-Wet" processed corduroy. In fancy checks, plaids and partridge patterns; browns and greys. Full lined, elastic cuff, pleated front; sizes 7 to 15.

Zipper-Top Sweaters . . . \$1.69

"Hot" sweaters with clever fancy back and half-zipper closing in front; also plain back models. In grey, blue, brown; ribbed weave or brushed effects. Sizes 28 to 36.
—Downstairs at Ayres

