

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 herringbone 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 buckle 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 layaway 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.



## 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. 1004  
Sizes 14-20  
Open  
Orchid  
Navy

No. 912  
Sizes 14-20  
Open  
Green  
Brown

No. 1001  
Sizes 14-20  
Open  
Brown  
Orchid

No. 1002  
Sizes 14-20  
Wine  
Black

No. 1003  
Sizes 14-20  
Wine  
Navy  
Brown

No. 1005  
Sizes 14-20  
Wine  
Black

No. 1006  
Sizes 14-20  
Wine  
Black

No. 1007  
Sizes 14-20  
Wine  
Black

No. 1008  
Sizes 14-20  
Wine  
Black

No. 1009  
Sizes 14-20  
Wine  
Black

No. 1010  
Sizes 14-20  
Wine  
Black

No. 1011  
Sizes 14-20  
Wine  
Navy  
Brown

No. 1012  
Sizes 14-20  
Wine  
Black

No. 1013  
Sizes 14-20  
Wine  
Black

No. 1014  
Sizes 14-20  
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Sizes 14-20  
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