

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

★ (REGISTERED)



There's a Zestful Autumn Flavor
to This Great Style Selection of

Bonniebrooke PLAID BACK COATS

"BONNIEBROOKE" Plaid-Back Coats are values in fashion and smartness. They're made to keep step with the most active life. Slim and trim without any bulky lining, yet double-woven to keep you snug and warm as a "bug in a rug," even in below zero weather! Tomorrow you'll find dozens of smart fitted styles in your favorite color and model. Exciting in detail and trims. And the workmanship of each garment is superb! Sizes 11-19, 12 to 20 in the group.

\$22.95



★—They're Great for Sports, School, Travel, Street, Motoring and Business!

★—"Bonniebrooke's" Give Warmth with Light-weight! Wear One from Now On!

★—The Plaid Backs Are WOVEN onto the Woolens, Giving a Smart Appearance!

★—The Yoke Is Interlined with "CHAM-O-LINE!"

This is the "Cham-O-Line" interlining in the yoke. It's a chamois-like leather, chemically cured and treated to resist inclement weather and prevent wind, cold, or dampness from penetrating. As an interlining it is an important necessity, adding only ounces in weight for much warmth and comfort.

Camel's Hair or Wool Fleece Sports Coat

If you like the tailored side of life... you'll like the classic, simple lines of these best sellers! Swaggers, Fitted, Wraparounds, Balmacaans and Stroller models for street wear, for Office, Campus and Daytime.

\$16.75 EACH

Style details like extended shoulders, pleats, gores, leather piping, stitched collars and pockets. Sizes for women, misses and juniors, 12 to 20 and 38 to 44 in the group.

—Downstairs at Ayres.

Men's Warm Winter

OVERCOATS

\$12.95

and

\$18.75

—Heavyweight, Long-Wearing Fabrics!

—Choose One in Your Favorite Style!

—Coats Built to Give Real Wear!

—In the New Winter 1937 Styles!

—Every Coat an Outstanding Value at These Prices!

There're hundreds of men in Indianapolis looking for an opportunity like this! A real, long-wearing overcoat, heavy and warm, made in the latest 1937 styles. In patterns, colors and styles you'll like. The fabrics are woven to give you the maximum of service. The tailoring, to give you the best fit. Styles for every man and young man! Choose one tomorrow... and save!

• Full Belts!
• Half Belts!
• Overplaids!
• Fleece!

• Double Breasted Raglans!
• Balmacaan Slippers!

• Blue or Oxford Dress Coats!
• Brown Fleece!
• Oxford Fleece!

• Boucles!
• Plaids!
• Checks!
• Blue Boucles!

—Downstairs at Ayres.

They Fit and They Wear—and
They'll Keep a Man Warm!

Men's "Melotex" Knit Cotton Union Suits

\$1.00 SUIT

Long Sleeve!
Short Sleeve!

Winter's on the way... are you dressed warm and comfortable? Here are the union suits you want, and the price you want them at. Medium weight, with fine rib. Long sleeve, ankle length style in sizes 36 to 46. Short sleeve, ankle length style in sizes 36 to 50.

MEN'S UNION SUITS—Fine light weight knit suits. Short sleeve styles in sizes 36 to 54... \$1.19 ea.

25% WOOL SUITS—Medium weight union suits with long sleeves; ankle length. Sizes 36 to 46... \$1.98 ea.

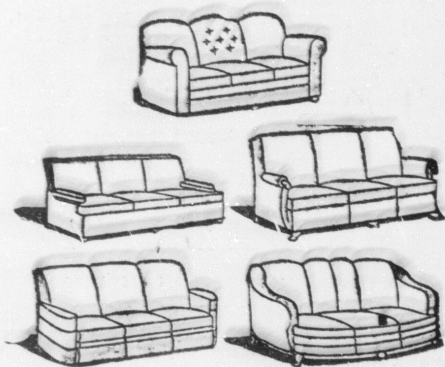
MEN'S UNION SUITS—Light weight cotton union suits in choice of three styles. Sizes 36-54 in group... 89c ea.

50% WOOL SUITS—Heavy weight wool union suits with long sleeves; ankle length. Sizes 36 to 46... \$2.98

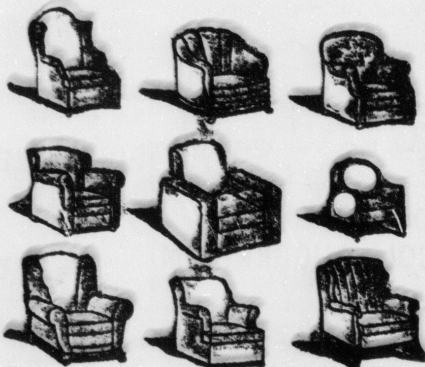
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Only a Few of the Sofas
"Slicks" Will Fit!



Only a Few of the Chairs
"Slicks" Will Fit!



Perfect Fit for Chairs and Sofas!
No Pulling Out! Easily Washed!

"SLICKS"

Slipcovers That Fit Like a Glove

"SLICKS" will fit any overstuffed chair or sofa, regardless of its present condition, and transform it into a smart looking piece of furniture. They're made of sturdy yet elastic like knitted fabric, that fits snugly over every curve and corner. "Slicks" need no ironing, and when soiled can be dry cleaned, or washed like a knitted garment. In two distinctive patterns... and at very low prices!

QUEEN MARY PATTERN

\$3.95

\$6.95

Three types of chair covers that will fit practically every overstuffed wing, Cogswell and club chairs.

Two sizes in sofa covers. Regular and oversize. Fit practically every overstuffed sofa made.

—Downstairs at Ayres.

Beginning Tomorrow!

A New LOW Price on "ENVOY" SHEETS

93c EACH

81x99—72x99—63x99

The sheet we've sold thousands and thousands of at a new low price. Every housewife in Indianapolis will want to stock up for months to come. Choice of three different sizes, made of serviceable 64x64 thread count construction. No starch or filling added, bleached a pure white! Phone Riley 9441 or Mail Your Order!

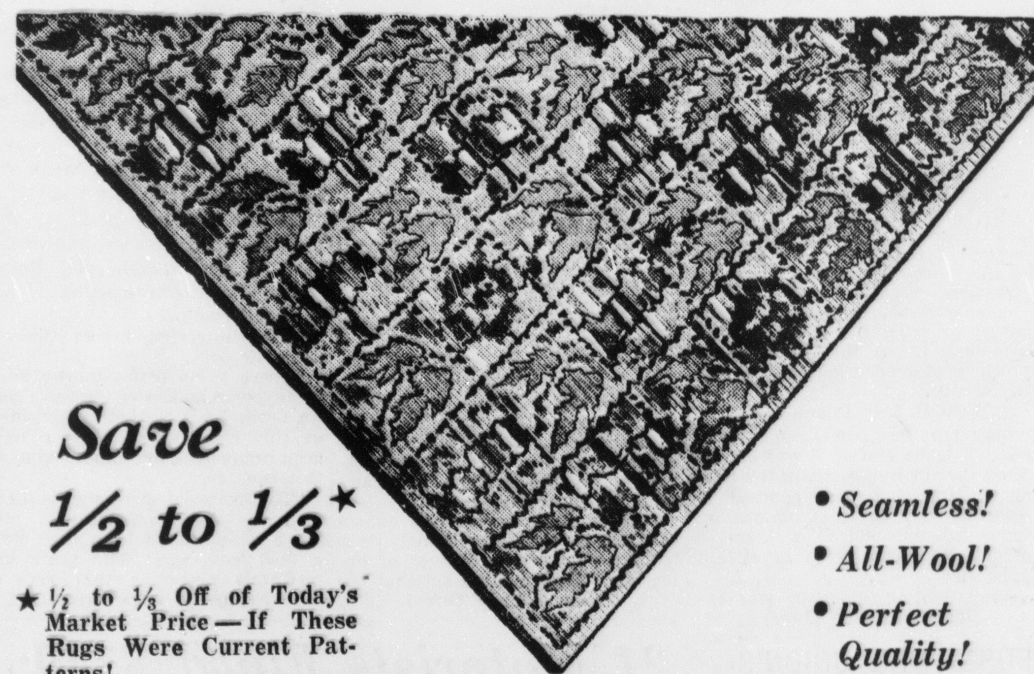
★

The New Bates Chenille Spread

Just arrived. All white chenille Bates spread. Bates chenille spread in colors, \$5.95. Bates chenille spread in deep tone colors, \$6.95.

\$5.00

—Downstairs at Ayres.



Save
1/2 to 1/3*

* 1/2 to 1/3 Off of Today's Market Price—If These Rugs Were Current Patterns!

• Seamless!
• All-Wool!
• Perfect Quality!

Discontinued Styles From a Well-Known Maker!

SALE! 8.3x10.6 RUGS

\$19.95

(Regularly \$39.50)

\$26.95

(Regularly \$52.50)

\$39.50

(Regularly \$59.50)

Tomorrow, we bring you a real old-fashioned bargain day in our rug department. We've a limited quantity of very fine, perfect quality all-wool seamless Axminster rugs and a few Wilton rugs that are reduced 1/2 to 1-3 off of their regular price, because they're discontinued patterns. These rugs are from a famous maker, and in 8.3x10.6 size only.

—Downstairs at Ayres.