

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

Tomorrow! A Sizzling

Sample Sale

One-of-a-Kind and
Few-of-a-Kind

FUR TRIMMED DRESS COATS

*Beautiful New Styles! Rich Fabrics!
Lavishly Trimmings with Fine Furs!*

- | | |
|---------------------|----------------------|
| ★ Cross Fox | ★ Pieced Persian |
| ★ American Gray Fox | ★ Dyed Coney |
| ★ Squirrel | ★ Skunk Dyed Opossum |
| ★ Fox Paw | ★ Kit Fox |
| ★ Marmot | ★ Kidskin |
| | ★ Caracul |

NOTE THESE FEATURES:

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|------------------------|----------------------------|
| ★ Needle Point Fabrics | ★ Some Lambs Wool Linings |
| ★ Nub Boucles | ★ Side and Center Closings |
| ★ Some Quilted Linings | ★ Shawl and Ripple Collars |
| | ★ Fur Border Trims |

**Sizes for Women, Misses and Juniors
IN THE GROUP!**

Sample sales of this kind are rare occasions! You'll agree with everything we say when you cast your eyes over this gorgeous collection of higher priced fur-trimmed coats. Nothing skimpy about the fur trims, they're all ample and lavishly applied to enhance the beauty of every coat. You'll find fur trimmed cuffs and pockets, finger border collars, muff and hood sets. One or a few of a kind. Colors Black, Teal Blue, Wine, Chocolate Brown, Red and Toast Brown. Choose your coat bargain tomorrow in this tremendous sale of MUCH HIGHER PRICED COATS, at only \$15!

—Downstairs at Ayres.

Women's, Misses' and Juniors'
Coats, Suits and Furs May Be
Purchased on

**AYRES BUDGET
PAYMENT PLAN**

Wear While You Pay

\$15



SEE PAGE

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for More
News of Ayres
Downstairs Store

As Thrilling As a Last-Minute Touchdown!

Football Fashions for JUNIORS

Wool-and-
Rayon Pastels
and
Two-Tones!

\$6⁹⁸

SIZES 9 to 15!

- | | | |
|-------------------------|--------------------------|------------------|
| • Monk Sleeves! | • Talon Zipper Trims! | • Two Tones! |
| • Fitted Girdle Waists! | • Gathered Swing Skirts! | • Rhapsody Blue! |
| • Talon Zip Plaques! | • Gathered Yoke Backs! | • Dusty Rose! |
| | • Brown! | • Natural! |
| | | • Aqua! |

Football flatterers, so terrific, they'll create stadium stampede Siren-sleek numbers for important "first" impressions. Fashions with plenty of eye appeal... especially designed for junior figures... with saucy princess lines, nipped-in waists and breeze-catching skirts. Sizes 9 to 15. Priced at \$6.98.

—Downstairs at Ayres.

