

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE



**Juniors Are the Busiest People —  
For Smart Service they choose**

### College Towne Junior Coats

A wonderful collection of new winter coats designed in sizes 9 to 15. Double breasted styles in fleece and all-wool shetland. Boy coats in all wool; wraparounds in fleeces and Steven's all-wool black chesterfield. Fleeces in brown, purple, teal, natural and green. Shetlands in brown, gray, red, purple, green.

**\$21.95**

SIZES  
9 to 15

—Coat Department,  
Downstairs at AYRES.

**Cobweb Sheer! Irregulars of  
"Beauty Plus"**

### Rayon Stockings

51-Gauge **89c PAIR**

54-Gauge **\$1.21 PAIR**

You've been asking for very sheer rayon stockings. Well, here they are! Made by the famous maker of Beauty Plus, and so fine, so cobwebby you can draw them through a ring! Cotton reinforced feet and beautiful summer shades.

Sorry, Limit of 3 Pairs to a Customer

—Hosiery,  
Downstairs at AYRES.

### Beautiful! Fall Handbags

From a Famous Manufacturer

A wonderful collection of handbags indicative of the beautiful, new Fall fashions. Simulated leathers, rayon failles, drawstring and top-handle styles. Many metal frames, pouches, underarm, have zippers. Black, brown, navy, turf, kelly.

**\$3**

(Plus 20%  
Federal Tax)

—Handbags,  
Downstairs at AYRES.



**Juniors Are the Busiest People!  
They Need Plenty of**

### Summer COTTONS

**\$3.98**

SIZES  
9 to 15

Come to Ayres' Downstairs Store's Junior Deb Shop for your cool, crisp cottons to see you through a blazing summer! Designed for Juniors... for fit and flattery! Dressy or tailored types, pinafores and 1- or 2-pc. styles. We sketch just two figure-hugging styles from a vast collection!

—Junior Deb Shop,  
Downstairs at AYRES.



Greet the First Cold Nights in

### Warm Balbriggan PAJAMAS

They'll keep you toast warm when winter winds are howling. Choice of two styles: High neck, round collar, long sleeves, snug-fitting ski pants legs. The other has a V-neck, long sleeves, pajama-type legs. Both in tea rose, peach and blue.

**\$1.59**

—Knit Underwear,  
Downstairs at AYRES.



### Back to School and Back to Work in Classic WOOL SWEATERS

**\$3.00 and \$3.98**

Two purrs of little price, these collector's sweaters. And, it's the early shopper who gets the cream of the crop. That's why it's not too early to think of going back to work or back to school in these classic beauties. Both in 100% all wool and sizes 34 to 40.

LEFT: Short sleeve wide rib classic slip in pretty pastels.

RIGHT: Long sleeve classic slip in pretty pastels.

—Sportswear Department,  
Downstairs at AYRES.



Take a Cool Attitude in This  
Fresh, Crisp

### CHECKED DRESS

**\$5.98**

SIZES  
12 to 20

Good for home work or office! Popular bib front style accented by a fluffy self material ruffle on yoke and pockets. Checks one inch wide and pert and fresh as a daisy. Pleated skirt; covered belt. Red and white, blue and white.

—Daytime Dress Department, Downstairs at AYRES.

### Prepare for the First Cold Nights! BLANKETS and COMFORTS

Perma Fluff COMFORTS

**\$5.00 EACH**

Size 72x84. Border of solid-color satin, with a printed broadcloth center. Filled with lovely Perma cotton that is 5% wool and 95% long staple cotton. Won't mat down or break apart. Light weight. Blue, green, rose, gold.

Fieldcrest, 72x84 JACQUARD BLANKETS

**\$4.98 EACH**

Reversible two-tone blankets in blue, peach, rose, green. Of 65% rayon, 25% cotton and 10% wool. With a 3-inch matching acetate rayon satin border.

Nashua Solid Color SINGLE BLANKETS

**\$3.98 EACH**

70% Cotton, 25% rayon and 5% wool. Size 72x84. Beautiful solid colors, bound with matching rayon satin.

Use Our Layaway Plan  
Ask Your Salesperson for Details

Fieldcrest  
25% Wool Plaid  
Double Blankets

**\$5.98 PAIR**

Size 72x84. 3 1/2-Lb. weight. 75% Cotton, 25% wool content. Plaids in blue, rose, green and cedar. With a matching border of acetate rayon satin.

Fieldcrest  
Plaid  
DOUBLE  
BLANKETS

**\$3.50 PAIR**

95% Cotton, 5% wool content. In a 3 1/2-pound weight. Blue, rose, cedar, bound with 4-inch wide matching acetate.

Fieldcrest  
5% Wool  
Double Blankets

**\$2.98 PAIR**

Size 70x80. With a 95% cotton and 5% wool content. 3-Lb. weight. Beautiful block plaids of blue or rose, with a matching acetate border.

Fieldcrest Sheet-Blankets

Cotton Plaids \$1.05 Each  
Size 70x90. All-cotton sheet blankets in beautiful block plaids. Choice of rose or blue with sturdy whipped cord edges.

Double Sheet Blankets \$1.85 Pair  
Size 70x90. All-cotton sheet blankets in stunning block plaids of rose or blue. With strong whipped cord edges.

All-White Cotton Blankets  
Size 70x95 \$1.39 Each  
Size 80x95 \$1.59 Each  
Wonderful and warm. Good sheet savers, too! All-white cotton, with sturdy whipped cord edges.