

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

+REGISTERED



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

College Towne Junior Coats

\$21.95

SIZES
9 to 15

—Coat Department,
Downstairs at AYRES.

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.

**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.

—Handbags,
Downstairs at AYRES.

\$3
(Plus 20%
Federal Tax)



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

Summer COTTONS

\$3.98

SIZES
9 to 15

—Junior Deb Shop,
Downstairs at AYRES.

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, pinuppers and 1- or 2-pc. styles. We sketch just two figure-hugging styles from a vast collection!

Back to School and Back to Work in Classic WOOL SWEATERS

\$3.00 and \$3.98

Two purls 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 slipon in pretty pastels.

RIGHT: Long sleeve classic
slipon in pretty pastels.

—Sportswear 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 1/4-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

\$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 sateen border.

Fieldcrest Sheet Blankets

Cotton Plaids \$1.05 Each

Size 70x80. 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 70x80. All-cotton sheet blankets in stunning block plaids of rose or blue. With strong whipped cord edges.

All-White Cotton Blankets \$1.39 Each

Size 60x95

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