

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

REGISTERED



A Suit Dress . . .

That Rings the Bell
for School . . . or Work!

\$8.95

JUNIOR SIZES — 9 to 15

When the school bell rings, choose a suit that's a dress . . . a dress for double duty and double wear. Two-tone combinations of brown-and-beige, or red-and-grey . . . beautifully tailored in sporty-looking rayon twill that is suitable for campus, classroom or business office.

—Junior Deb Shop, Downstairs at AYRES.



Soft . . . Sweet SUEDES

By "MODERN-AYRE"

\$5.00

An Ayres Downstairs Store Exclusive

Juniors will love the young, pretty styling of these Modern-Ayre suedes. Designed to flatter your feet, be smart companions to all your new Fall costumes. Rationed, of course, which makes it all the more important to spend your coupon wisely and well.

—Fashion Shoe Department,
Downstairs at AYRES.

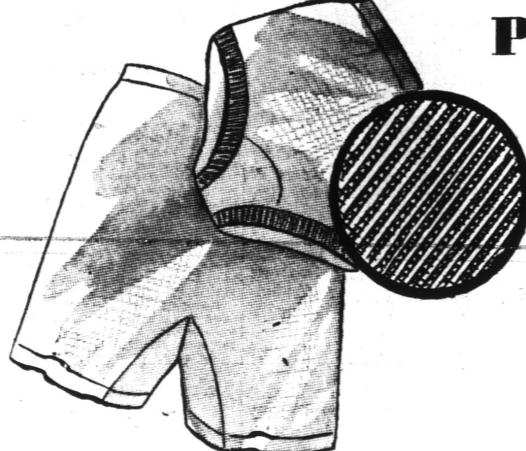


Dutchess Perforettes

"Individually Yours"

Pretty Rayon Mesh Panties—Briefs—Vests

49c EACH



Famous "Dutchess" Perforettes are cool, durable and comfortable. Choice of well-tailored briefs, panties or vests. Perforette rayon is easily laundered, requires no ironing. Tea rose or white.

Large Size, 59c

—Knit Underwear,
Downstairs at AYRES.



Made for Each Other

For School — or Work!

A Jaunty Jumper, \$3.98

Neat, sweet and lovable California-style jumpers in cavalry twill. Casual looking and smart for all daytime wear. Kick pleats front and back. In red, brown, blue or green. Sizes 12 to 20.

and a Long-Sleeve Blouse, \$3

Especially smart is a Vicki Lynn rayon blouse with long sleeves and a drawstring neckline. Choose from yellow, white, aqua, blue or pink. Sizes 32 to 38.

—Sportswear, Downstairs at AYRES.



Ask
About Our
Budget
Payment
Plan

Advertised In:

- VOGUE
- CHARM
- GLAMOUR

Exclusive With
AYRES'
Downstairs Store

YOUR . . . "Borrowed From Brother" COAT

Makes You Look More
Feminine Than Ever!

\$29.95

"Borrowed from Brother" is a man's coat . . . styled for women . . . casual, easy-fitting and distinguished! It is expertly man-tailored in fine men's wear fleeces, with precision inner construction and is full-lined with Earl-Glo rayon satin. Velvet collar, rounded or peak lapels, diagonal pockets, vent back. A perfect over-your-suit coat. Brown, grey, blue, black. Sizes 12 to 20.



Forward Beauty In Little Hats for Fall

\$3.00

A forward-tilted little hat leads you headlong into the fall fashion picture . . . as pretty as a picture . . . feminine and elegant! As always, an interesting variety is here for your choosing . . . many with face-flattering veils. In black, brown and newest fall colors.

—Millinery Department,
Downstairs at AYRES.

"CANNON" 50% WOOL BLANKETS

**\$5.95
EACH**

Nashua Solid Color Single Blankets
Size 72x84—70% Cotton, 25% rayon, 5% wool
content. Choice of attractive colors, with a
matching rayon satin binding. A good, serv-
iceable blanket!

**\$3.98
EA.**

All-Wool Solid Color Blankets
From the famous American Woolen Mills.
Made of 100% all-wool in a 3-pound weight.
Choice of blue, rose, green and wood rose,
with a matching binding. Size 72x84.

**\$7.59
EA.**

• BLUE!

• ROSE!

• GREEN!

• CEDAR!

Fluffy Cannon Blankets, woven of 50% wool, 50%
cotton. In a 3 1/4-pound weight. Solid shades of
blue, rose, green or cedar. With a matching binding
of 3-inch-wide rayon satin! 72x84 inches.

THURSDAY
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