

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE



### 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 sues. 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"

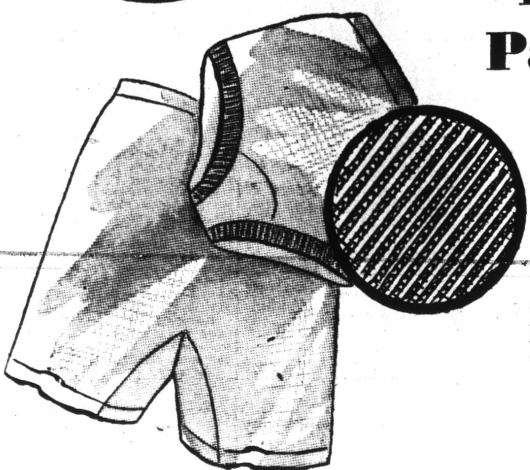
Pretty Rayon Mesh  
Panties—Briefs—Vests

**49¢** 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, 59¢

—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.

### 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.



Ask  
About Our  
Budget  
Payment  
Plan



Advertised In:

- VOGUE
- CHARM
- GLAMOUR

Exclusive With  
AYRES'  
Downstairs Store

### "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, serviceable 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.

### 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.

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