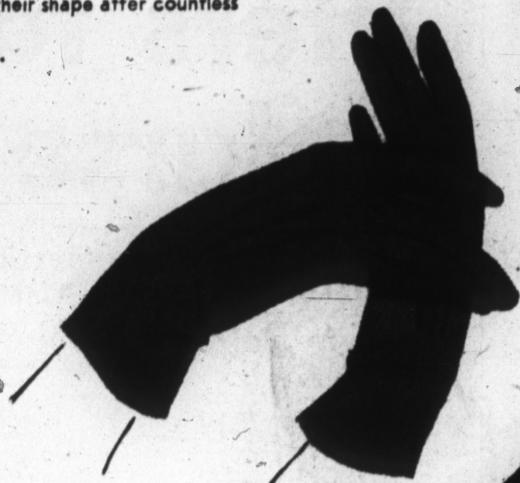


Handsewn Cotton Classic by Dawnelle

"Royal" . . . 2.50

Made of fine, double-woven cotton "Elvette" fabric
... expertly cut to fit, to hold their shape after countless
washings. In black and brown.

Gloves, Street Floor

*A Square Scarf**Is So Versatile 2.00*

Tie it at your throat, wrap it 'round your waist, wear it
as a turban or gilet, and—you can even make a blouse
of it! We've a large and varied assortment of rayon
print crepes and sheers—36 inches square.

Neckwear, Street Floor



Our Famous

Shagmoor Coat 45.00

The coat that you depend on for good, long wear . . .
day-in and day-out, this season and many seasons. 100%
wool, well made and nicely lined—in women's and
misses' sizes, new fall colors.

Budget Coats, Third Floor

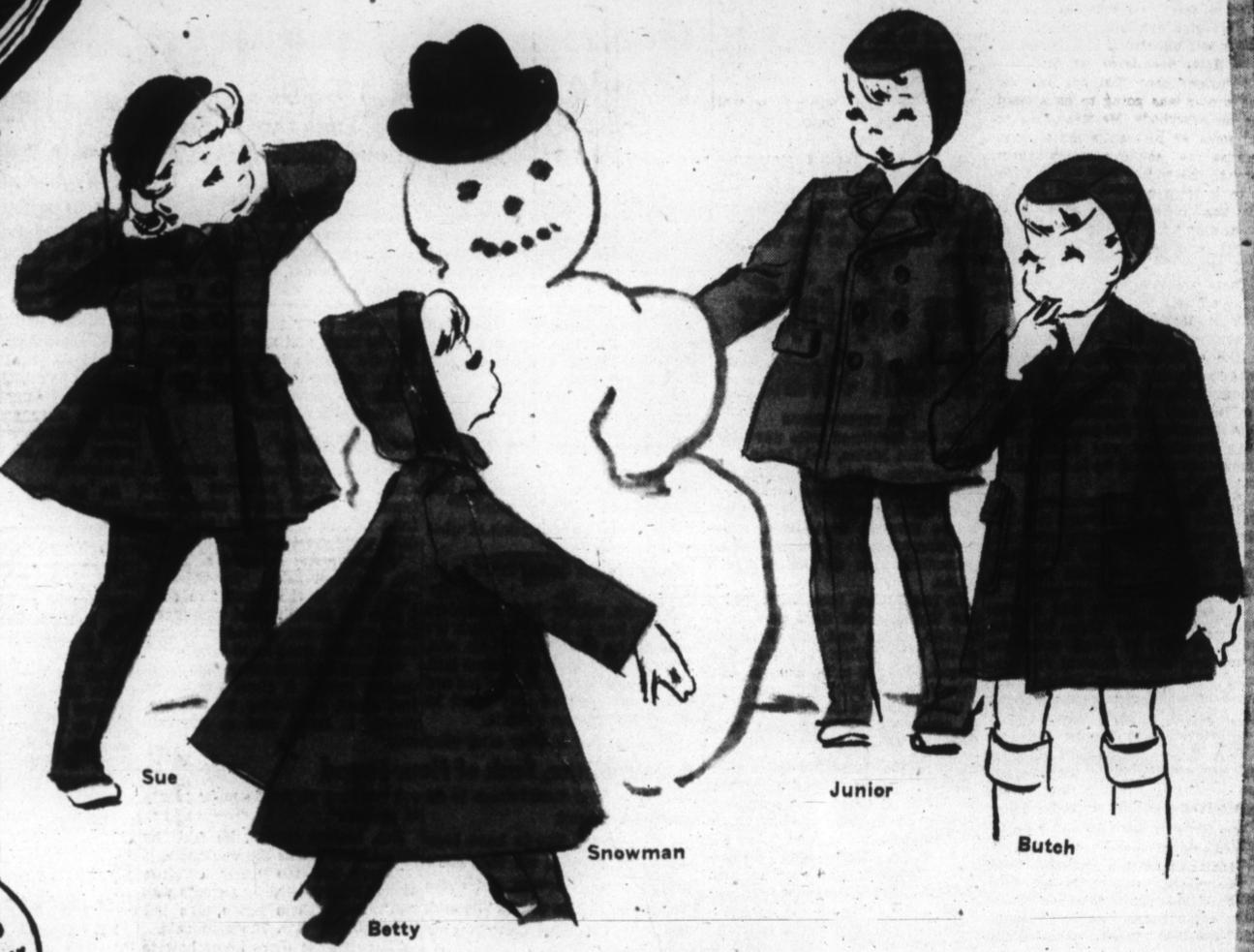
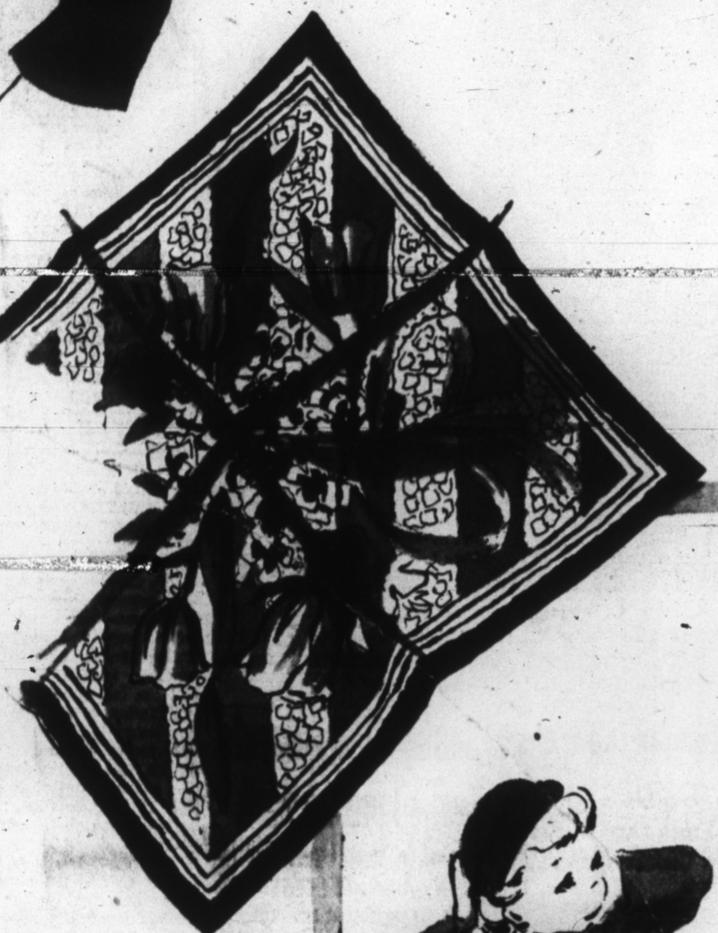
L. S. Ayres & Co.
AT HOME IN INDIANA FOR 75 YEARS

Fall Felt Take On

*Scarfs and Velvet!**5.00*

The off-the-face roller adds a
perky velvet bow; the classic cloche
a flowing scarf! Both in black,
brown, jungle, wine and frost.
From a selection at 5.00.

Millinery, Third Floor



CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9:00 TO 5:25

Sue wears a Gastwith suede cloth
coat, that comes in Ginger Brown,
Cherry Red, Emerald Green. 29.95
The hat, 4.00, comes in brown, green,
red, navy.

Betty's swing-back coat has a
detachable hood, comes in Cherry Red
or Emerald Green. 35.00.

Snowman's bowler belongs to
Pop, is from Ayres' Men's Hat Dept.

Junior's Kenwood coat and leggings
set, in brown or camel, 27.50. Matching
helmet, 4.00.

Butch wears a monotone tweed top-
coat, wool plaid lined, one of a
selection at 25.00. His matching cap
is 4.00.

Snowball Season Style Show

When Sue and Betty play Style Show,
all go away. Except Butch and Junior, who
want to show off their new outfits, too!

Of soft all-wool fabric, designed to take
the wind out of winter, these outfits combine
real warmth, wearability, and comfort, with
smartness. Girls' sizes 3 to 6x; Boys' 3 to 6.

Little Girls' and Little Boys' Shops, Fourth Floor

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Dorothy Wright

and Mrs. Shann

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