

AYRES' DOWNSTAIRS STORE

It's Time to Supplement Your Winter Wardrobe!

Irregulars from Indianapolis' Own Mills

"Real Silk" Nylons

A New Low Price!

NOW **89c**

Smart Colors to Wear Now!

Famous, full-fashioned hosiery... fashion-right in style, fit and color... greatly reduced because of very slight irregularities. 45-gauge, 30-denier... sizes 8½ to 10½. Buy several pairs at a substantial savings!

HOSIERY—Downstairs at AYRES'



CLOSED MONDAYS

SHOP TUESDAY THRU SATURDAY
9:00 TO 5:25

High-Fashion Styling
— Budget Priced

Better

All-Wool Coats

\$20.00

Handsome Coverts, Suedes and Meltons!
All Beautifully Lined and Warmly Inter-lined! Many styles from which to Select!
Junior sizes 9 to 15; Misses' sizes 10 to 18

Outstanding in value and quality... smart, all-season coats, carefully tailored by a famous maker and priced much lower than you would expect! Full and three-quarter lengths in your favorite fashions... flared backs, yoke backs, detachable hoods, Barrymore collars, wide cuffed sleeves... to wrap you in snug warmth from chin to wrist. Grey, green and wine in the group.

FASHION COATS—Downstairs at AYRES'



Coat sketched is all-wool yarn dye grey in sizes 9 to 15.

Warm and Woolly

For the Sweater - Smart Set

All-Wool Cardigans

\$2.98

So Beautifully Fashioned... Such an Appealing Price! Long-sleeved cardigan sweater in a wide range of rich, muted colors to mix or match with winter woollens. Closely woven ribbing at the neckline, waist and cuffs. Sizes 34 to 40.

A Must for Your "Separate" Wardrobe

Popular Straight-Lined, Fly-Front

All-Wool Flannel Skirt

\$2.98

STYLE RIGHT! PRICE LIGHT!

Your favorite pencil-slim, fly front skirt classic, carefully tailored and detailed in soft, warm, wool flannel. Inverted front tucks, concealed side zipper. Dark colors in sizes 24 to 30.

SPORTSWEAR—Downstairs at AYRES'



Nationally Advertised IRREGULARS

Nylon Knit Panties and Briefs

BRIEFS, elastic or band leg **\$1.29**

PANTIES, band, flare or sport **\$1.49**

Extra Sizes, 8 to 10 \$1.69

Nylon Trimmed Stepin **\$2.00**

Incomparable nylon knit fabric... swishes in and out of suds, needs no ironing, and wears on and on! You'll love these finely fashioned panties and briefs... styled for comfort, priced for budget-appeal!

LINGERIE—Downstairs at AYRES'



SALE! Reg. 39c

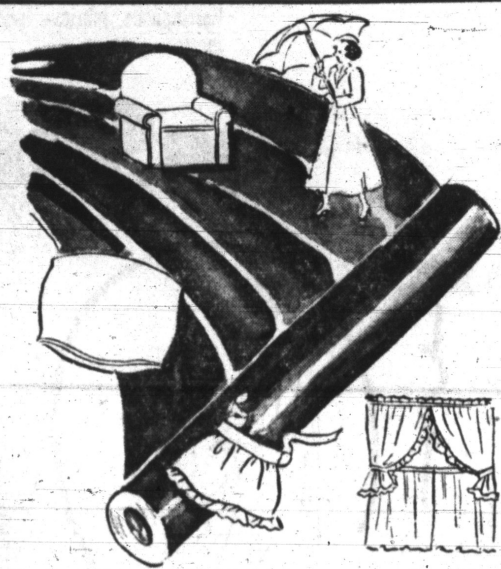
Plain Color 36-In.
VYLENE PLASTIC

29c YD.

CLEAR! WHITE! RED! KELLY!
PEACH! ROSE! NILE! ROYAL!
WINE! POWDER BLUE! MAIZE!

Wonderful for all sorts of home uses... to make your own plastic items at a savings! Both transparent and opaque.

YARD GOODS—Downstairs at AYRES'



SPECIAL SELLING!

All First Quality, 36-Inch

Plain and Printed Cottons

29c YD.

Percale Prints! Plain Broadcloth and Poplin!

SPECIAL SELLING! All first quality plain and printed cottons... timed for really economical sewing now and into Spring! Gay percale prints in a variety of bright bold patterns, favorite dainty designs! Smooth-finish broadcloth and poplin in soft pastel plains. Wonderful selections!

Full
Bolts
and
Remnant
Lengths

YARD GOODS—
Downstairs at
AYRES'



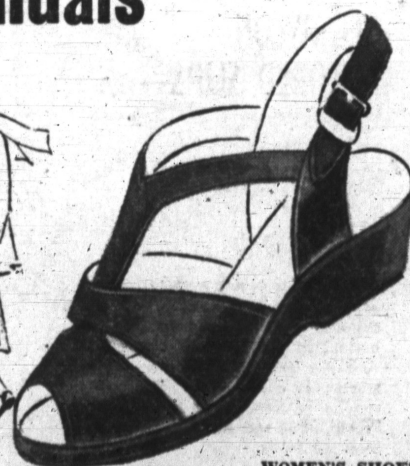
Trim and Pretty... to flatter your ankles and fit your budget!

Wedgie Heel Sandals

\$1.99

A casual shoe at an exciting price! Popular strapped sandals in soft, nappy suedine... a sure hit for sports wear, dressy enough for town and dating. You'll love the comfortable cushion-effect of the wedgie heel and platform sole. Sizes 5 to 9.

Wedgie Tie Play Shoes \$2.99



WOMEN'S SHOES—
Downstairs at AYRES'