

# AYRES' DOWNSTAIRS STORE

Your Hoosier Host for Budget Prices ... Quality ... Latest Styling!

## Stretch Your Fashion Dollars

For Your Best-Dressed Occasions!

Rayon Tissue Faille  
JUNIOR SIZE DRESS

10.95

Your holiday wonder-worker whether you're 16 or 60! Soft, shimmering rayon tissue faille! Fashioned with Peter Pan collar, simulated rhinestone buttons, long dolman sleeves and graceful skirt with draped hip interest! You'll love the way this charmer cleans too! NAVY, TAUPE, PEACOCK! Sizes 9 to 15.

JUNIOR SIZE DRESSES, SECTION 1, Downstairs at AYRES'

Junior Is  
A Size—Not  
An Age!

WEAR IT NOW!  
WEAR IT FOR SNOW-TIME!  
WEAR IT FOR DRESS!

"Jean Harper"  
All-Wool Venetian  
COVERT COAT

\$25

We Believe This Is  
America's Greatest  
Coat Value!

Famous "Jean Harper" venetian coverts ... so flatteringly beautiful ... so low priced! Expertly tailored with swing 4-gored back! Saddle shoulders! 4 Button front! Rayon satin lining! Which is guaranteed for two seasons' wear! GREY, GREEN, WINE, BLACK, BROWN in the group! Sizes 10 to that hard-to-find 20. Also comes in some colors in cravenetted rain repellent finish!

WOMEN'S COATS, SECTION 2, Downstairs at AYRES'

New Dolman Sleeve!

Nipped-In Waist!

Draped Hip Interest!

"Merri Drop" BERET

Favorite for Winter!  
Color Selection of

COPPER	WHITE	KELLY
CLOUD	NAVY	GOLD
BLACK	RED	PINK
BROWN	JUNGLE	GREY
	COFFEE	WINE

\$2

Season's best in genuine "Merriene"! The new soft brushed 100% wool that looks many more times its tiny price.

MILLINERY, SECTION 4, Downstairs at AYRES'



Merri Drop  
BODY

Now Is the  
Time to  
Layaway These  
Gift-Giving Items

Comfortable! Long Wearing! *American Girl*  
MOCCASIN LOAFERS

Colors in WINE! BROWN! BLACK!

Comfortable, casual, genuine leather loafers designed by "American Girl"! Popular moccasin toe with stitching design and criss-cross double buckle trim. These fine fitting loafers feature neolite soles and come in sizes 4 to 10, AA to C widths.

5.95

WOMEN'S SHOES, SECTION 2, Downstairs at AYRES'



Fashion-Right ... Budget-Right Accessories!

100% Wool SCARFS

79c to \$2

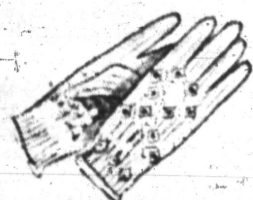
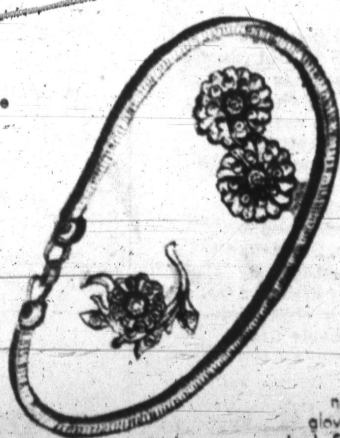
Kitten-soft wool squares in three sizes. Novelty weaves that are so perfect to wear as a head scarf or with your coats and suits. Solid colors, white and plaids. Perfect for gifts.

"Coro's" Boxed JEWELRY

A gifted collection of beautiful jewelry. Stone set and simulated gold or silver-finished metal necklaces, pins and earrings ... each individually sold in its satin-lined gift box. A wonderful value for budget-wise, gift-wise shoppers!

\$1 plus tax

JEWELRY, SECTION 2, Downstairs at AYRES'



All-Wool  
Gloves and Mittens

\$1 to 1.89

For those cold days ahead you'll need several pairs of these all-wool gloves and mittens ... fine for gift-giving, too! Solid color and gay jacquard patterns. White and colors in sizes S, M, L.

"Scotch Classic" All-Wool  
SLIPOVER  
SWEATERS

All the Lovely Sweater  
Colors Including Heather!

3.98

Cardigan Styles at 4.98

Soft as a bunny, warm as toast! "Velva-Soft" long and short sleeve slipover sweaters in ice cream pastels and dark colors. Finely knit! Shape-retaining! So sudsable! Mix and match them with your favorite skirts! Fine for gift-giving! Sizes 34 to 40.

New All-Wool  
Flannel Skirts  
2.98

BLACK! BROWN! HUNTER-GREEN! NAVY! Slimming all-wool flannel skirts! Two styles to choose from! (1) Button-trimmed pocket. Side zipper closing. Button-trimmed slit skirt. (2) Waist and button interest. Straight skirt with button-trimmed front slit. Back zipper closing. Sizes 24 to 30.

Mail and Phone (FR. 4411) Orders Filled!

SPORTSWEAR, SECTIONS 2, 3, Downstairs at AYRES'