

# AYRES' DOWNSTAIRS STORE

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

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

## Stretch Your Fashion Dollars



Junior Is  
A Size—Not  
An Age!

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

**"Jean Harper"**  
All-Wool Venitian  
**COVERT COAT**

**\$25**

We Believe This Is  
America's Greatest  
Coat Value!

Famous "Jean Harper" venitian  
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  
craventated rain repellent finish!

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

Comfortable, casual genuine leather loafers designed  
by "American Girl." Popular moccasin toe with stitch-  
ing 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.

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

Comfortable! Long Wearing! *American Girl*

## MOCCASIN LOAFERS

Colors in **WINE! BROWN! BLACK!**

**5 95**



Fashion-Right ... Budget-Right Accessories!

100% Wool SCARFS

**79c to \$2**

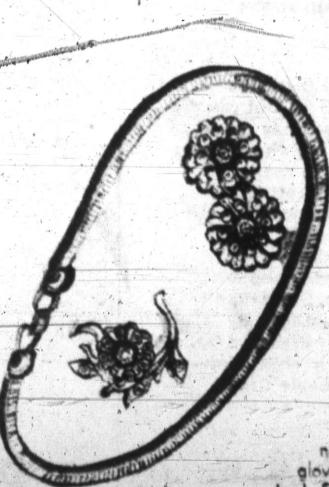
Kitten-soft wool squares in three  
sizes. Novelty weaves that are so  
perfect to wear as a head scarf  
or with your coats and suits.  
Solid colors, white and  
plaids. Perfect for  
gifts.

### "Coro's" Boxed JEWELRY

A gifted collection of beautiful jewelry. Stone set  
and simulated gold or silver-finished metal neck-  
laces, 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.

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'

### "Merri Drop" BERET

Favorite for Winter!  
Color Selection of

COPPER	WHITE	KELLY	\$
CLOUD	NAVY	GOLD	2
BLACK	RED	PINK	
BROWN	JUNGLE	GREY	
	COFFEE	WINE	

Season's best in genuine "Merrisene"!

The new soft brushed 100% wool that  
looks many more times its tiny price.

MILLINERY, SECTION 4,  
Downstairs at AYRES'



"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 slippers  
sweaters in ice cream pastels and dark  
colors. Finely knit! Shape-retaining! So  
sudable! 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-  
rimmed front slit. Back zipper closing. Sizes  
24 to 30.

Mail and Phone (FR. 4411) Orders Filled!

SPORTSWEAR, SECTIONS 2, 3, Downstairs at AYRES'