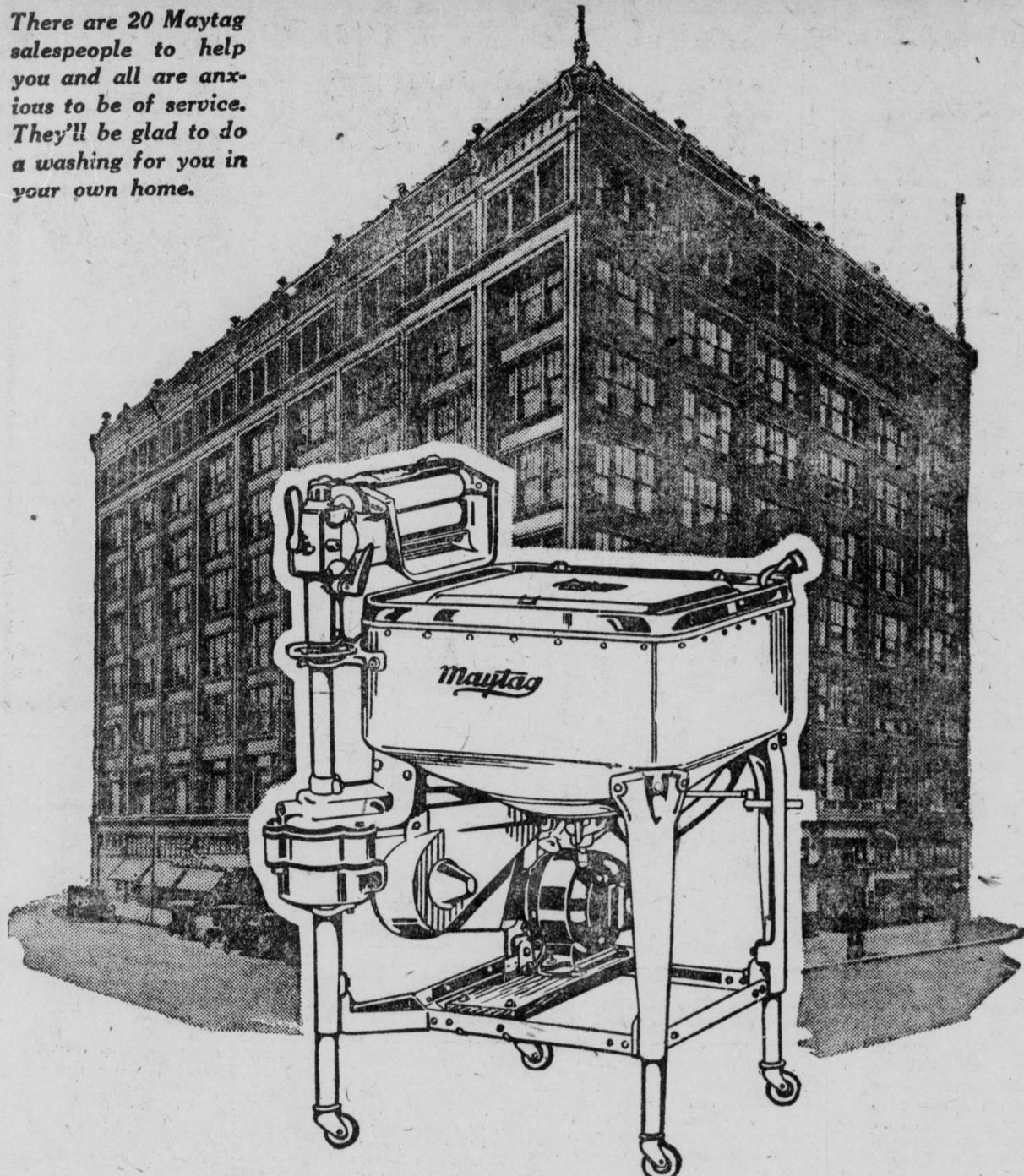


There are 20 Maytag salespeople to help you and all are anxious to be of service. They'll be glad to do a washing for you in your own home.



It's the Store Behind the Washer That Counts

THAT'S why we've sold 1,600 Maytag Washers this year. Throughout our 53 years of existence our reputation for dependability has grown. Indianapolis and all of Indiana know that Ayres' merchandise, Ayres' service and Ayres' Store Policy is dependable. They know that this great institution stands squarely behind every article of merchandise that it sells. That's a good way to buy a washer—which is intended to give hard service for a long, long time.

maytag
Gyrafoam Washer
WITH CAST ALUMINUM TUB

Purchase on These Easy Terms:

\$1 DOWN **\$2** WEEKLY

Call MAin 5200 Today

We'll gladly send a man with a Maytag to do a washing for you—you'll incur no obligation—if it doesn't sell itself, just send it back.

L.S.AYRES & Co.

Street Floor

Sixth Floor

DOWNSTAIRS at AYRES

GOOD MERCHANDISE AYRES SERVICE LOW PRICES

Important selling events have been arranged for Saturday. And everything has been done to give the maximum service—extra salespeople, extra cash registers, extra girls for wrapping. A special selling of new coats for women, hosiery and dainty underwear. Mothers, bring your children, fit them out with winter clothing. Better clothes for less money in the Men's Annex Store. Along with needs for the home. Saturday is a great day to shop in the Downstairs Store.

The Saturday Sales!

Again—Saturday Is Coat Day in the Downstairs Store

WINTER COATS

\$39.50 And by Degrees **\$10.00**
Down to—



Last Saturday we specialized in a big coat event—the sales were heavy—enthusiasm ran high. Wide selection of fabrics—the beautiful styles—the excellence of the garments and the low prices proved irresistible to the most casual shopper. Our buyer made a hasty trip to New York and sent us more coats for this event Saturday—and so another special COAT DAY in the Downstairs Store.

Materials

Pinpoints, Plaids
Bolivias, Suedes
Broadcloths
Buckskin Suede
Imported Plaids
Imported Tweeds
Furlaines
Downy Wool
Polaires

Colors

Epineard, Black
Rust, Brown, Tan
Wine, Henna
Pencil Blue, Penny
Bokara, Fansy
Black Prince
Lipstick, Green

Fur Trimmings

Platinum Wolf
Mandel Raccoon
Mandel Opossum
Manchurian Wolf
Mouflon, Coney
Mendoza, Beaver

Saturday Sale for Juniors

Coats, \$10

Junior coats in Bolivias, Bolivias, Suedes and Velours—popular materials for style and wear. Becoming styles with fancy stitching trims; many with fur collars of beaverette or sealine. Red, tan, henna, grey, brown, minkards and blue. Sizes 7 to 16 years.

Junior Girls' New Dresses \$5 and \$5.95

Jerseys, velvets, flannels and wool crepes; clever styles for dresses or school wear; tailored and embroidered effects; kick pleat skirts; blue, buff, brown, green and tan.

The late styles are here—flares, wrap-arounds, straightlines; fur collars for borders, fur cuffs, fur down the front, fur tabs. Smart tailored coats. Sizes 16 to 48.

Saturday Sale of High-Grade Low Shoes

Priced Low at

\$2.95

Style dependable materials, shoes that will look well and hold up—these are the good points of these shoes; and the saving is great. You can hardly afford to pass them up. Black patent, black calfskin and tan. Fancy stitching, pumps and oxfords. Sizes 3 to 8.

Women's and growing girls' high shoes. Good leather soles. Built to stand hard wear. Sizes 3 to 8—**\$1.25**.

Boys' solid leather school shoes. Black and brown calfskin. Some have web soles. Sizes 1 to 5½—**\$2.95**.



Women's Outing Flannel Nightgowns—In all white or pink and blue striped; excellent weight and quality; neatly finished. Regular sizes **\$1.00**

Women's Outing Flannel Gowns—In extra sizes **\$1.29**

An Extraordinary Sale of DRESS HATS!

Inaugurating the newly enlarged Millinery Department.

\$4.95



Ayres Downstairs Hat Department now has a specialized hat price.

To those who desire a dress hat of quality and style at a price which does not demand a sacrifice of either quality or style, these Ayres' hats at the specialized price of \$4.95 will have a particular appeal. We invite you to come down and see our selection at this price. You will doubtless find just what you want.

Turbans in Gold, Silver, Paisley and Bright Colored Metallics, Hatter's Plush, Hats With Burnt Goose Trimmings, Silk and Velvet Combinations.

Hats for the matron; for the miss; styles and colors becoming to all. All head sizes. And remember the price, just \$4.95.

Women's Knit Vests—Unusual quality in a fine cotton knit vest; bodice top, knit straps and tape drawstring; sizes 36 to 44; **17c**; 3 for **50c**

Saturday Sale of Beautiful Silk Underthings for Women, \$1.49

Chemise—Stepins—Slips
Gowns—Envelope Chemise

Beautiful pastel shades—lace trimmings in silken underwear—ideal gifts at modest cost.

Nice quality of silk crepe, tailored and lace trimmed styles; flesh, peach, maize, orchid and nile; sizes 36 to 40.

Costume Slips of Tub Silk— Bodice top, fitted at hips; white only; shadow proof hem, quite deep; sizes 36 to 44 **\$1.95**

New Turtle Neck Sweaters in New Shades— Red, tan, blue; all wool in solid colors, snappy stripe, trimmed collars, cuffs and bottoms **\$1.00**

Saturday Sale of Pure Silk Chiffon Hose, Pair, 50c

Exquisitely sheer and fine woven; lace hemmed top, ravel stop, seamed back, high spiced heel, double sole, heel and toe; each pair in a sperate envelope. Sizes 8½ to 10½; black, gunmetal and beige. Sub standards.

Children's Full Length Mercerized Hose— These are first quality Eiffel brand; fine quality mercerized lace in English ribbed style; elastic leg and double heel and toe; sizes 6 to 9½; black, Russian calf, maple, sand, Palm, Beach, buck and camel. 3 pairs for **\$1.00**

Women's Premier Brand Hose— Ask to see No. 615; beautifully knit of four threads of pure silk around one thread of rayon; this adds service to beauty; mercerized hemmed top, reinforced foot, seamed back; sizes 8½ to 10; first quality; wide selection of colors. Pair **\$1.00**

Pure Silk and Silk and Rayon Hose for Women— Service quality of Peacock hose; beautifully knit of silk and rayon with mercerized hemmed top, seamed back and fashioned foot; sizes 8½ to 10; an assortment of popular shades. Pair **59c**

Women's Rayon and Silk Hose— With fashioned foot; first quality of Peacock hose; beautifully knit of silk and rayon with mercerized hemmed top, seamed back and fashioned foot; sizes 8½ to 10; assorted colors. Pair **89c**

AYRES DOWNSTAIRS STORE ANNEX

MEN'S & BOY'S WEAR LOWER PRICED RUGS



ALL WOOL Suits and Overcoats

\$24.75

"Better clothes for less money"—and guaranteed satisfaction. Style smartness, all-wool materials—good tailoring—real dollar-for-dollar values. A great variety of patterns and colors. Single and double breasted models in both suits and coats. Suits with two pairs of trousers.

Come in and see our new and complete line of men's all-wool clothing.