

"Early Bird" Specials

On Sale From 9 Until 12

Women's Smocks, \$1.00
Seconds of better smocks. White and colors. Sizes 16 to 42.

Apron Frocks 50c
Light and dark colors. Regular and extra sizes.

Better Smocks \$1.69
New styles in beautiful colors. Sizes 16 to 44. Special.

Wool Dresses \$1.95
Wool flannel, in blue or tan. Reduced. Sizes 16 to 42.

Outing Gowns 89c
300 Gowns, white or striped outing, trimmed with braid and hemstitching. Long sleeves. Regular sizes.

Infants' Coats \$1.69
40 Coats of chinchilla or other fabrics. Pink, white or blue.

Women's Suits 50c
Cotton union suits, medium heavy ribbed, with rayon stripes. Low neck, sleeveless, knee length. Sizes 36 to 44.

Rayon Panties 59c
Serviceable soft quality. Elastic at waist. Three-tier ruffles at knee. Regular sizes. Assorted colors.

Girls' Dresses \$1.59
Jerseys. Straight line in many styles. Sizes 6 to 14. White 60 last. Seconds.

Girls' Coats \$3.95
42 Polaire coats in blue, brown, red or green. Fur collars. Sizes 8 to 14.

Child's Dresses \$1.59
60 Jersey dresses with saten panties; red, green, blue, tan. Sizes 3 to 6.



An Array of Smartly Fur Trimmed Winter Coats

Featured at **\$25**

Although the price is very moderate, these coats represent many important features in style and workmanship. Many abundantly fur-trimmed models to select from. Every coat beautifully lined.

Materials
Broadcloth
Novelties
Suede Cloth

Colors
Tans
Black
Browns

Furs
French Coney (rabbit)
Manchurian Wolf (dog)
Cocolette (rabbit)
Mandel Caracul

Juniors' Sizes
13 to 17

Women's and Misses'
14 to 48

Other Fine Winter Coats

\$39.50 and \$49.50

Beautiful, smooth fabrics; lined with silk and satin crepes and luxuriously fur-trimmed. The wanted blacks and browns. Sizes for misses and women.



"Early Bird" Specials

On Sale From 9 Until 12

Oxfords \$2.69

For misses. Patent, gunmetal or tan. Sizes 11 1/2 to 2.

100 Pairs Boots \$1.45

"Onanoff" boots for women.

Silk Hose 29c Pair

600 Pairs seconds of women's pure silk hose.

Boys' 7-8 Socks 25c Pair

500 Pairs boys' fancy 3/4 golf socks in attractive patterns and color combinations.

Toweling 7 1/2c Yard

Part linen and all cotton toweling for tea towels, hand towels etc.

Boys' U. Suits 59c

240 Boys' fleeces lined union suits. Soft, well mapped garments in sizes 6 to 16. Irregulars.

Cretonnes 29c Yard

Remnants and some misprints of fine half linen cretonnes.

Panel Curtains 59c Each

21-6 Yards long. Novelty weave rayon and cotton panels in about four different styles.

Cotton Goods 10c Yard

Japanese crepe, bleached muslin and fancy outing. Remnants and bolts.

Men's Shirts 65c

360 Shirts, collar attached and neckband styles in plain and fancy patterns. Most of them slightly soiled or stained. Sizes up to 17.

200 Hats 1/2 Price

Women's winter hats, taken from regular stock and reduced for this special selling.

100 Hats reduced to 50c. 50 Hats reduced to \$1. 50 Hats reduced to \$1.50.

DOWNSTAIRS AT AYRES

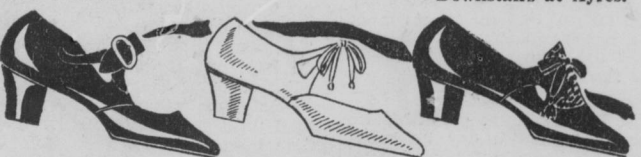
A POPULAR PRICE GIFT STORE FOR THE WHOLE FAMILY



Wide Varieties of Women's Smart New Shoes

—PUMPS —PATENT —BLACK OR BROWN KID —BLACK OR BROWN CALF
—STRAPS —\$3.95
—TIES
—OXFORDS

Splendid workmanship and up to the minute styles combined with fine materials make these shoes wonderful values at this low price. In a good size range—many styles in A, B and C widths. —Downstairs at Ayres.



Women's Beacon Cloth Bathrobes \$3.95

New Beacon robes in such attractive patterns and artistic color bleedings. Trimmed with braid or satin ribbon. Girdle cord. Sizes—Small, Medium, Large.

Smart Slipover Sweaters, \$2.95

Plain colors or fancy patterns in many harmonizing color combinations. Sizes 36 to 42. —Downstairs at Ayres.

For Christmas, Give Women's

Fine Rayon Lingerie Sub-Standards From REAL SILK

At \$1.79 At \$1.25

Combinations with bandeau top, ribbon straps, bloomer knee. Slips have shadowproof hems and hip pleats. Assorted sizes and colors.

Chemise, stepins, bloomers of excellent quality in assorted colors and sizes.

First quality rayon bloomers, well reinforced; flatlock seams. Peach, flesh, orchid. Sizes 36 to 42. —Downstairs at Ayres. \$1.49

Crepe de Chine Undies \$1.95 Each

Chemise and stepins of good crepe de chine; lace trimmed, or tailored. Self straps on chemise. Regular sizes.

Women's Slips at \$1.95
Rayon crepe, "Sureglo," rayon twill in light and dark colors; regular sizes. Also rayon twill, and alpaca slips in extra sizes. —Downstairs at Ayres.

Pre-Christmas Sale of 30,000 Pairs Substandards of REAL SILK HOSE

The Biggest and Best Assortment of Colors and Sizes We've Ever Offered

Silk-to-Top Chiffon } \$1
Full fashioned and fully reinforced. Very sheer and clear.

Service Weight Hose
Silk over knee. Full fashioned; lisle heel, toe and sole.

Silk-to-Top Chiffon } \$1.25
Picot tops, full fashioned; fully reinforced.

Medium Service Hose
Silk to top, full fashioned, lisle reinforced.

At 80c
Medium service hose, silk over knee, lisle hemmed top, seamed back. Fully reinforced.

At 59c
Shaped hose for growing girls. Pure silk over knee, lisle hemmed top. Fully reinforced.

At \$1.45
Full-fashioned outsize; silk over knee; lisle reinforced. —Downstairs at Ayres.

Fine Novelty Hose for Christmas Giving

Women's silk-to-top chiffon hose, with novelty heels, assorted colors and sizes. Irregulars. **\$1.45**

Women's silk-to-top chiffon; with attractive novelty heels, in black or self color. Irregulars. **\$1.65**

—Downstairs at Ayres.

Sale of Men's 100% Pure Wool Blue Flannel Lumberjacks

Rebuilt From Original U. S. Navy Sailor Blouses—From Cloth Made According to U. S. Navy Department Specifications!

Ideal for:
Golfers
Skaters
Fishermen
Campers
Hunters
Police-men
Firemen
Taxi Drivers

\$2.98

Ideal for:
Truckmen
Milkmn
Brakemen
Machinists
Janitors
Ice-men
Garage Men
Butchers

Strongly made lumberjacks, made from the fine woolen cloth that keeps our sailors warm. They have double material across the chest and back; no binding at elbows or shoulders; extra full cut sleeves; special reinforcements and double stitching throughout. In men's sizes—14 to 17.



Use This Blank for Mail Orders.

L. S. Ayres & Co., Downstairs Store, Indianapolis.

Please send me.....Blue Flannel Lumberjacks at \$2.98. In size..... (We suggest you order 1/2 size larger than your shirt size.)

Send C. O. D..... Charge..... Cash.....

Name.....Address: Street..... City.....

Women's Smart New Winter Millinery \$2.95

Unusually good quality felts, solids and novelty combinations. Excellent workmanship and styles. All the new and wanted colors, in all head sizes and shapes.

Just Arrived! New Handbags, \$1.95
Smart new styles, specially purchased. Big variety of colors, shapes and materials.

A Variety of Dolls Low Priced \$1
Infant and crying dolls, many sizes. Cotton-stuffed bodies, composition heads, legs and arms. Some have sleeping eyes. —Downstairs at Ayres.

Girls' Attractive Winter Coats \$7.95 and \$9.95

Chinchillas, polaires, velours, warmly lined and some fur-trimmed. Smartly finished. Assorted colors. Sizes 8 to 14.

Girls' Winter Dresses, \$3.95 and \$5.95
Velvet, jersey and combinations of fabrics; brightly assorted colors. Sizes 8 to 14. —Downstairs at Ayres.

Children's Winter Needs

Children's Velvet or Jersey Dresses \$2.95
Cute little straight dresses with panties; velvets have saten panties, jerseys have jersey panties. Pretty, yet practical colors. Sizes 3 to 6.

Children's Sweaters \$1.95
Wool, or wool and rayon, in button-front or slipover styles. Big variety of colors and patterns. Sizes 24 to 30.

CHILDREN'S WINTER COATS—Of Polaire or chinchilla, warmly lined. Some fur trimmed. Assorted colors. Sizes 2 to 6..... \$3.95 and \$5

BOYS' WINTER SUITS—Button-on pants in a big variety of styles; attractive colors; lovely materials. Sizes 3 to 6..... \$2.95

—Downstairs at Ayres.

Advance Selling of Delightful Christmas Toys

TOY ELECTRIC IRONS—With red or green handles. Nickel finish. Complete with cord and plug..... \$1

RUGBY FOOTBALLS—Genuine leather cover; lace and lacer..... \$1

BLACK BOARDS with red desk frame..... \$1

ARCHERY SETS—25c, 50c, \$1, \$1.98

—Downstairs at Ayres.