

JUST 24 SHOPPING DAYS TILL CHRISTMAS

AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family

Choose Christmas Gifts Now!—Use Our "Layaway"

"Youth and Beauty" Is the Theme Song of Our New Winter Frocks

Very Low Priced! **\$6.95**

"Lots of Dash for Little Cash" is what you've been asking for... here it is in this diversified collection of fetching feminine fashions. They're gay and colorful with glints of gold and silver, with elaborate embroidery on the sleeves or shoulders, many reflect the Chinese influence, others have wide shoulders, straight skirts, high necklines... in fact every important fashion detail is to be found in this flattering group of dresses. They are made from fashion's favorite fabrics, crepes, failles, ribs, velvet and satin trims. Sizes for women, misses and juniors.

—Downstairs at Ayres.



Dainty gold figures on the shoulders and the neckline tell you this all brown crepe dress is smart. Note the two small bar pins.

Gold and silver go to work for you and work out a combination of chic. Navy blue frock, with large silver looking buckle and gold threads on a red flared bow.

They're Sheer Chiffon—But So-o Strong!

IRREGULARS of

REAL SILK

DeLuxe Hosiery

1. 100% Fresh Silk!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple-Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Genuine-Sealed Silk Yarns!
9. Two-Way Run-Stop!
10. Positive Heel-Guard!

So-o strong because they're made from the freshest silks. So-o strong because they're made by the latest methods of manufacturing. So-o strong because they are protected by those 10 guardsmen and Exclusive Real Silk feature. In every hosiery shade that will "go with" your new winter costumes, either for daytime or evening.

—Downstairs At Ayres.

60c
PAIR

For Fashion... For Durability... Choose

"Corliss" Footwear

\$3.95



- Pumps
- Straps
- Ties
- Oxfords

Step in and you'll step out smart in our famous Corliss Shoes. The shoe for every costume and every occasion. The fine leathers, the details, the splendid fit of these shoes tell you that you'll get long service and smart fashion at a price that is hardly believable. Your choice of black or brown colors, in calf, kid, or contrasting leathers. Sizes 3 to 9, lasts AAA to C.

Exclusive With Ayres
Downstairs Store in Indianapolis!
—Downstairs at Ayres.



Gay Wool
SCARFS
69c

Brighten up your neckline with a riot of gay colors in our beautiful plaid wool scarf. Nice and long to tie around or fold over. Fringe ends.

Big Metal Initials
Go With Your
Scarf—35c Each



Washable Fabric
GLOVES
69c

First-hand information for winter smartness stars black, brown or gray fabric gloves with flare cuffs or pull-on style. Sizes 6 to 7 1/2.

—Downstairs at Ayres.

Luxuriously Furred Coats

Are Only—

\$16.00



Lovely—and
Brand NEW!

These are beautiful coats... the kind you would ordinarily see bearing a much higher price tag than \$16. In this group you'll find the type, the size you can wear and the fur that shows you off to the best advantage. They're warm fabrics, carefully tailored and the furs are lavishly used whether on the collar or as a trim. Sizes for women and misses.

- | | |
|--------------------------|------------------------|
| Manchurian Wolf
(dog) | Lapin
(rabbit) |
| Pointed Wolf
(dog) | Beaverette
(rabbit) |
| Coney | Marmink |

—Downstairs at Ayres.

Casual Clothes

With a Well-Bred Look
—For Your Leisure Hours!

Twin Sets

\$1.79

We have every color you want in these glorious sweater sets with cardigan and slipover in plain or gay colors. Novelty weaves with stripes and checked slippers also are getting a big play. The solid colors are brown, green, red, wine, rust and black. Sizes 34 to 40.

\$3.00

We're headquarters for these all-wool Twin Sets or Twins in novelty weaves that are nearly all-wool. Plenty of bright, gay colors and rich looking solid colors, with beautiful contrasts. Rusts, blue, green, brown, reds and wine. Sizes 34 to 40.



Extra Fine Quality
Sports Skirts
SALE PRICED!

\$1.98

Wear one of these smart sports skirts with your "Twins" and you'll triple your chic. Your choice of eight styles in flannels, crepes, boucle and tweedy weaves, and diagonals. Every fashion detail... every color that you might want will be found. Sizes 26 to 32. Are they values or are they values?

Real Suede Cossacks, \$5

Soft, snug fitting, warmly lined Cossacks. Some with slit pockets, others with straight up-and-down pockets. Button-up style. Colors are red, blue, wine, green and brown. Sizes for women and misses. SECONDS.

Leather Jackets, \$5

Real leather jackets to wear on the campus or for outdoor sports. Warmly interlined to keep out jack frost. The colors are brown, black, dark blue, and red. Sizes for women and misses.

—Downstairs at Ayres.

