

Christmas Store Hours: 9 A. M. to 6 P. M., Beginning Tomorrow

AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family



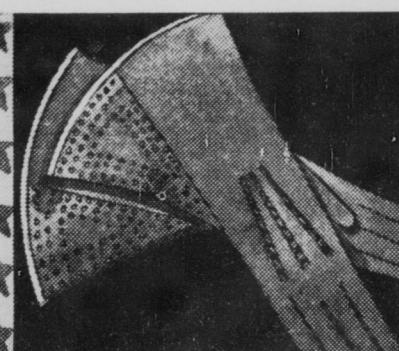
Bright-Colored Jersey Blouses

\$1.98



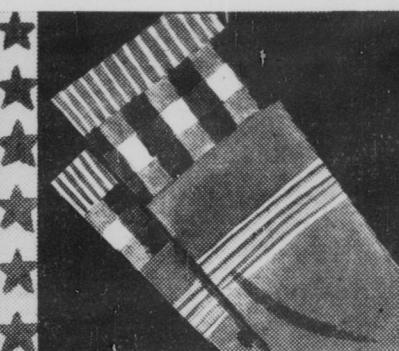
Ascot Scarfs Are Fine Gifts

\$1.00



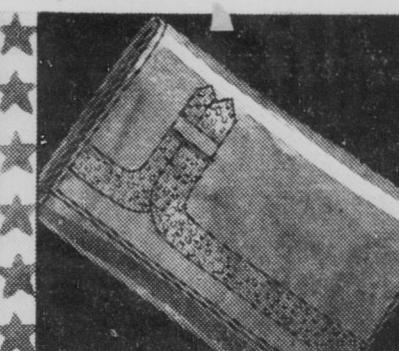
Leather Gloves In a Sale

\$1.98



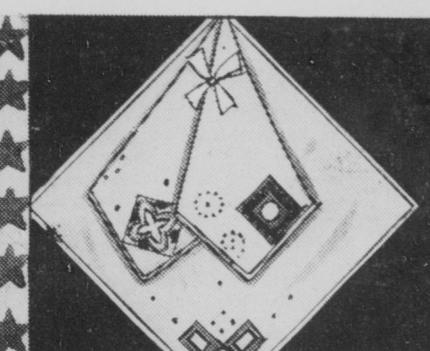
"Warm Colored" Wool Gloves

50c



Smart New Gift Handbags

\$1.19



Dainty Gift Handkerchiefs

39c Box

All-wool jersey pullover styles in bright gay colors, red, brown, orange and green. Crew neck with long sleeves. Ribbed, collar, cuff and waist for perfect fit. Sizes 34 to 40.

—Downstairs at Ayres.

Either Ascot or tubular styles in silk scarfs. Fringed ends; all are lined. Prints, hand-painted patterns and plain colors. We've plenty of wool combinations at this price, too!

—Downstairs at Ayres.

Genuine lambskin, all brand new and expertly finished. In either plain or fancy styles. In black, brown, gray and navy, the colors that "go with" your dress. Sizes 6 to 7½.

—Downstairs at Ayres.

It's smart to wear wool on your hands, too! These are clever little gauntlet style gloves in assorted color combinations. Warm and practical. Women's and misses' sizes.

—Downstairs at Ayres.

A large assortment of styles in simulated leather handbags. The smart grains and plain calf that all the women are "buying" for gifts. With mirrors and coin purse. Black and brown.

—Downstairs at Ayres.

A box of 3 linen gift hankies with colored embroidery or colored applique trim. All are pure linen, and attractively arranged in the box to make a pleasing gift.

—Downstairs at Ayres.



Tomorrow! Hundreds of New
"Junior-Miss" Frocks
For Gay Holiday Festivities
DECEMBER SALE PRICED!

2 for \$13.00

(ONE DRESS FOR \$6.95)

Tomorrow's the Day when we present a parade of alluring Dress Fashions for the Junior Miss of Indianapolis. You'll find spirited fashions in just the right style and just the right color to make all the "Lads" and "Lassies" gasp at your elegance! Each and every last one of these dresses are brand new as to fashion detail and fabric and manipulation of draping and tucking. There's two here just a 'waitin for you-and-you-and-you!

Styles:

- Sunday Night Dresses!
- Hostess Dresses!
- Tavern Frocks!
- Tailored Business Frocks!
- Dressy Daytime Frocks!
- Street Types!

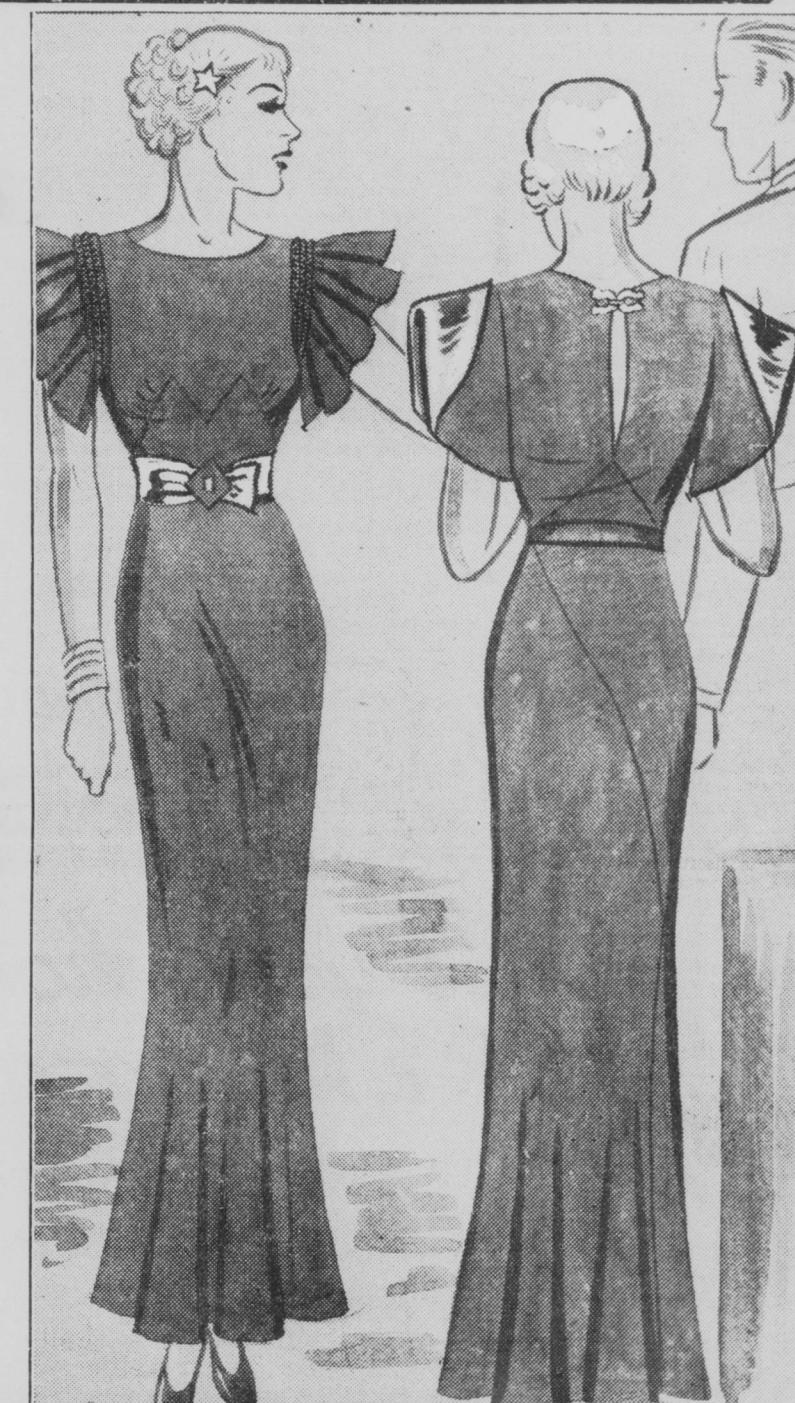
Materials:

- Acetates
- Failles
- Sheers
- Wools
- Metal Trims
- Metal Cloth Trims
- Novelty Wools

Colors:

- Reds
- Blues
- Burgundy
- Rust
- Blacks
- Greens
- Browns
- Purples

—Downstairs at Ayres.



Perfectly Lovely Lace-Trimmed
Pure Silk Lingerie
of Quality That's Ideal for Gifts

\$1.98

- Chemise
- Gowns
- Pajamas
- Dance Sets
- Panties

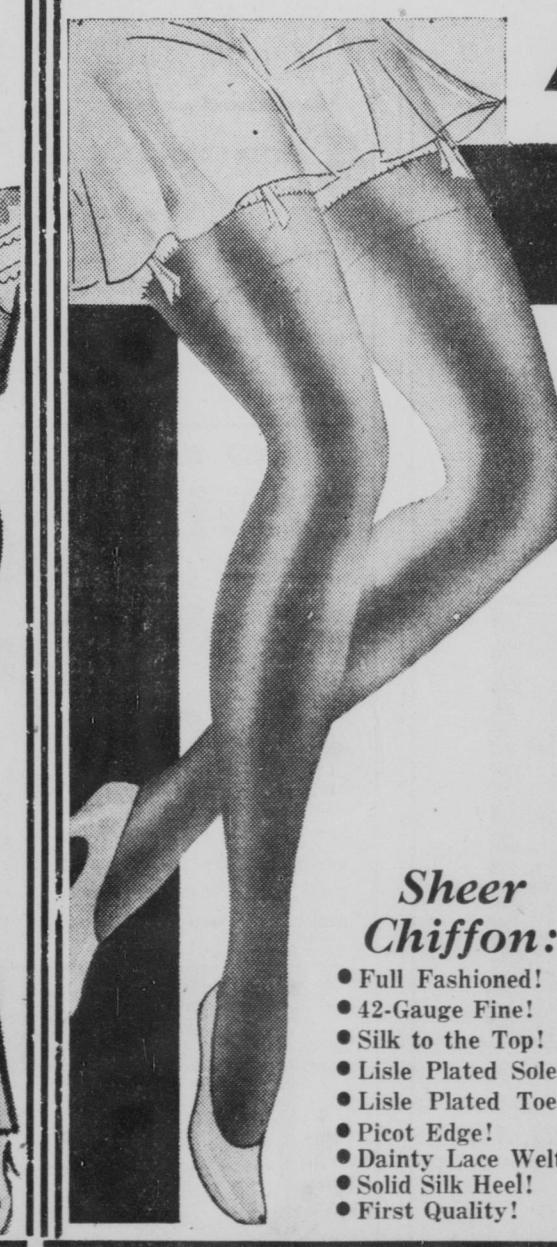
The gift of her "Heart's Desire" will be these lovely pure silk French crepe Lingerie. Trimmed with gorgeous imported laces of either beige or ecru. Cut to fit the figure perfectly. Fine tucks, narrow satin tie at the waist. Colors are flesh, tea rose and blue. Sizes for Women and Misses!

Fine Pure Silk Slips
for Gift Giving!

\$1.79

Fine pure silk French crepe slips that will not bulge or wrinkle under your smart frocks. Cut on the bias or four gore. V or straight tops, trimmed with imported laces. Flesh, tea rose or white. Sizes 34 to 44.

Downstairs at Ayres.



**Annual Gift Sale of
FIRST QUALITY**

La Sayre

HOSIERY

**3 Pairs
for \$2—or
69c Pair**

There's a great rush of smart women to our Downstairs Hosiery Department... because women know a Hosiery VALUE when they see one. These flawless First Quality La Sayre stockings are our own brand... made from the finest quality silks and methods of manufacturing. Choose from either Sheer Chiffon or Service Weight for gifts... or for yourself. In all the new hosiery shades... sizes 8½ to 10½.

- Jungle
- Suedette
- Dust Beige
- Brown Beige
- Biscayne
- Beige Taupe
- Friar Brown

Downstairs at Ayres.

Sheer Chiffon:

- Full Fashioned!
- 42-Gauge Fine!
- Silk to the Top!
- Lisle Plated Sole!
- Lisle Plated Toe!
- Picot Edge!
- Dainty Lace Welt!
- Solid Silk Heel!
- First Quality!

Service Weight:

- Heavy Silk Leg!
- Full-Fashioned!
- 42-Gauge Fine!
- Effective Ravel-Stop!
- Dainty Picot Edge!
- Lisle Cradle Sole!
- Lisle Heel and Toe!
- Lisle Service Welt!
- First Quality!