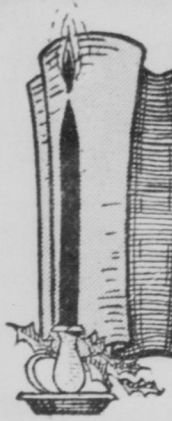
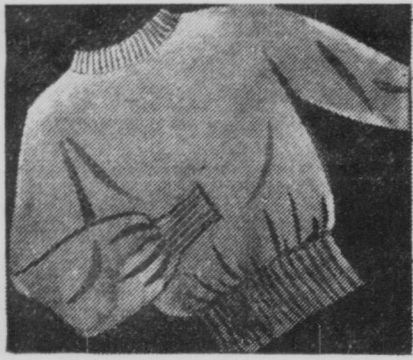
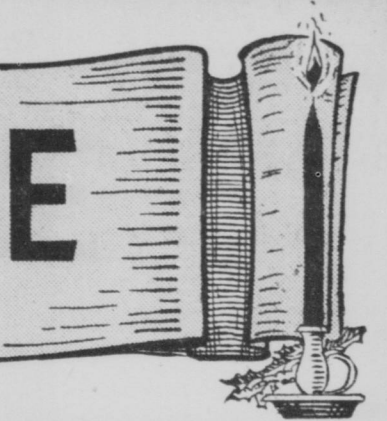


Christmas Store Hours: 9 A. M. to 6 P. M., Beginning Tomorrow



AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family

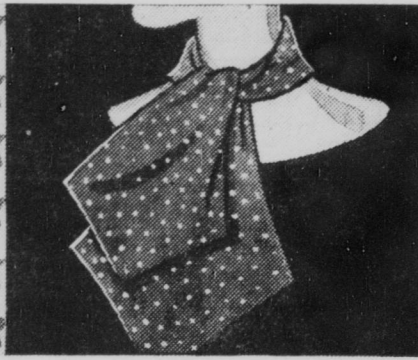


Bright-Colored
Jersey Blouses

\$1.98

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.

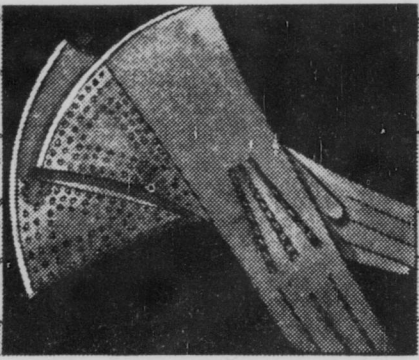


Ascot Scarfs
Are Fine Gifts

\$1.00

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.

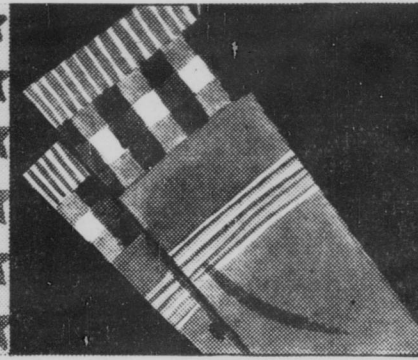


Leather Gloves
In a Sale

\$1.98

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.

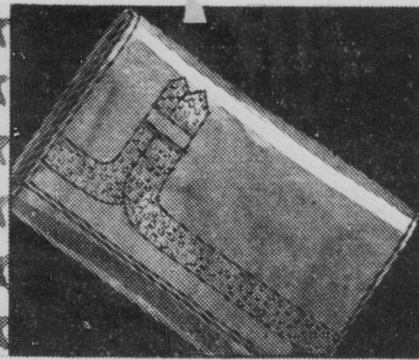


"Warm Colored"
Wool Gloves

50c

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.

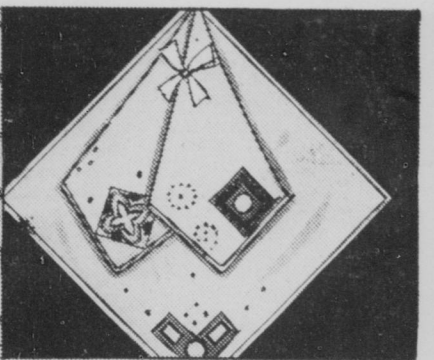


Smart New
Gift Handbags

\$1.19

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.

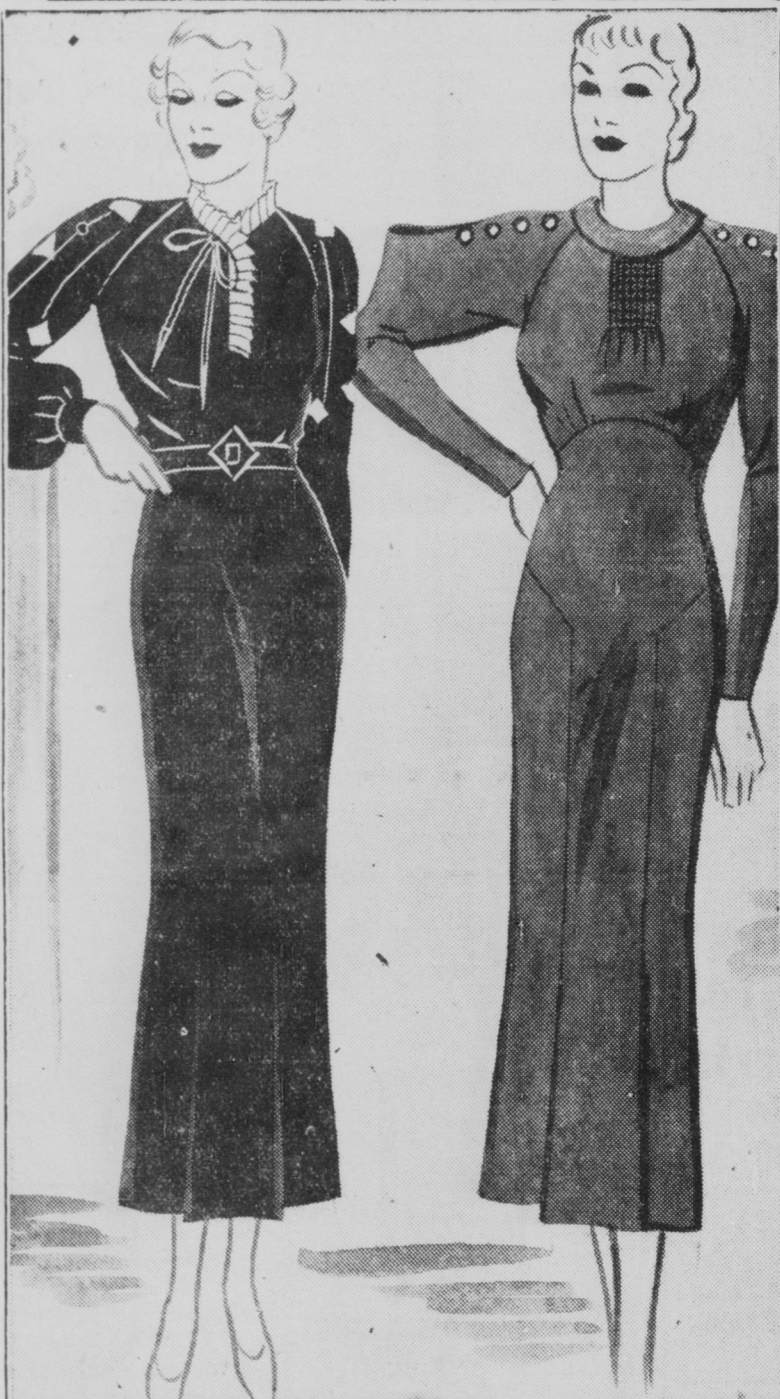


Dainty Gift
Handkerchiefs

39c Box

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
- Dance Sets
- Gowns
- Panties
- Pajamas

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, tearose 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.

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!

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

Downstairs at Ayres.

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!