

Sales and **AFTER CHRISTMAS** Clearances

Again Tomorrow!

Probably the Finest Quality and Loveliest Fashions We've Ever Offered in a...

Downstairs
at Ayres

Again Tomorrow!

An Opportunity to Join the Ranks of Well-Dressed Men!



S-A-L-E!
Hundreds of New
Dresses
\$5.00

2 Dresses, \$9.00

The news of this great 2 for \$9 dress sale is on the lips of every woman in the city. Is it any wonder... when our buyer scooped the New York Dress Market last week with an enormous order of over 1,200 of the newest, the finest, the latest fashioned dresses that this store has probably ever known. Dresses to wear now. Dresses to wear up into early spring. A dress for you and you and you. Be here early... you'll feel extravagant if you miss this greatest of ever sale of dresses!

Sizes { 11 to 17 for Juniors
14 to 20 for Misses
38 to 52 for Women
46½ to 50 for the larger woman.

Fashion Details:

Street Styles	Metal Trims	Roll Collars
Tailored Business Styles	Beaded Trims	High Necklines
Hostess Dresses	Print Combinations	Scarf Sleeves
Tavern Dresses	Print Suits	Drawn Work and Beads
	Chinese Effects	Glints of Metal

Fine New Fabrics:

Velvet Combinations	Canton Crepes	Print Combinations
Ribbed Silks	Heavy Sheers	Satin Back Sheers
Faillies	Lace Tops	Acetates
		Satin Trims

—Downstairs at Ayres.

S-A-L-E!
Suits and Overcoats

More Style—More Quality
More VALUE...for

\$11

For the last two months we've been preparing for this event. Our buyer has been to market several times to get the pick of the best suits and overcoats that would measure up to our rigid specifications for quality and tailoring, yet still have a low price. The result is this great clothing event... the greatest sale of it's kind that you'll witness for months to come.

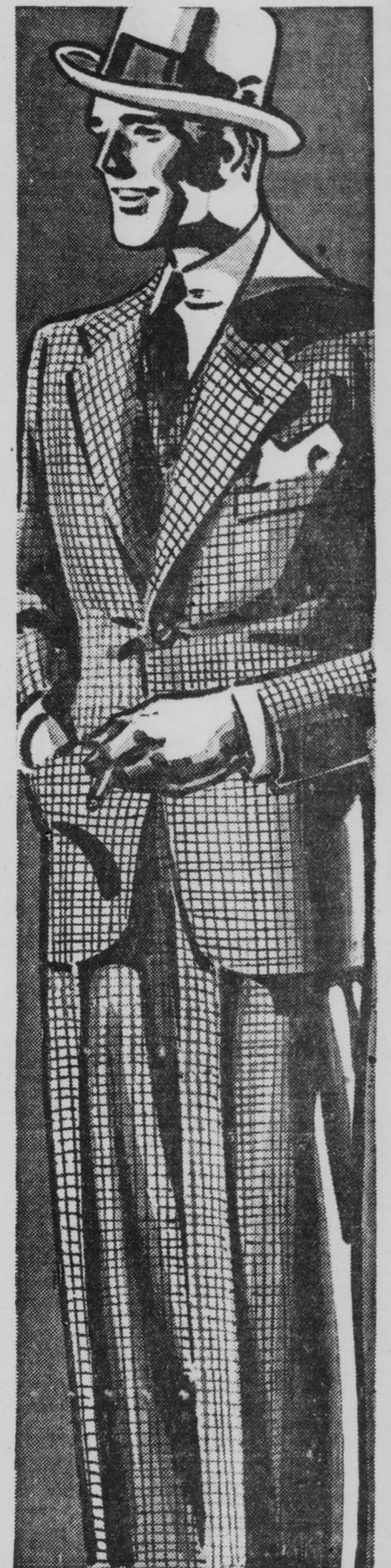
Your Pick of These Suits:

Worsteds	Tweeds	Browns
Twists	Chalk Stripes	Cambridge Greys
Basket Weaves	Small Checks	Blue Greys
Cheviots	Glenn Plaids	Browns
Herringbones	Oxfords	Tans
		Mixtures

Your Pick of These Overcoats:

Oxfords	Tans	Half Belts
Browns	Fleeces	Full Belts
Blues	Meltons	Double Breasted
Greys	Overplaids	Polo Models

—Downstairs at Ayres.



You Get Ayres' Quality in This Great
Sale! Women's Shoes
at a Sensational, Saving Price!

Sizes 3 to 8
—AA to C **\$1.99**



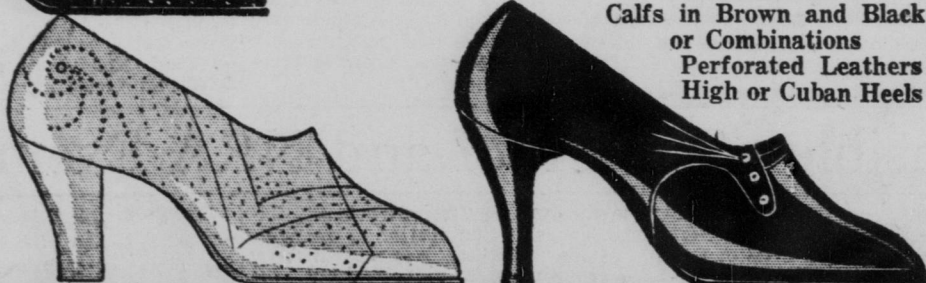
Quality and low price join hands to offer the women of Indianapolis the greatest shoe event for a long time. The saving is enormous. Usually shoes like these would have to sell for around \$3 or more... a lucky purchase brings them to you for just \$1.99. These are real leather shoes, made from the highest type leathers and cut on the newest lines. They have real leather linings and a built-up leather heel, to give you lots and lots of service. —Downstairs at Ayres.

The Materials:

Kids in Brown and Black
or Combinations
Calfs in Brown and Black
or Combinations
Perforated Leathers
High or Cuban Heels

The Styles:

Step-in Pumps
Plain Pumps
T-Straps
Buckle Straps with Cuban Heel
Broad Straps with Side Buckles
3 Eyelet Ties
Oxfords



Half-Price Sale!
of Children's and Infants'
Quality Apparel

Infants' Creepers
44c

Hand-made and embroidered. Delightful pastel shades with short sleeves. With or without collar. Some pocket trimmed. Sizes 1 to 3.

4-Pc. Wool Sets, \$1.49

Brushed wool sweater, leggings, cap and mittens to match in very delightful pastel shades. Sizes 1 to 3.

Infants' Blankets, 59c

Large size blankets with a cute little nursery design. Bound at the edges. Pink or blue combined with white.

Girls'

Rayon Pajamas, 79c

Two-piece styles in a charming novelty weave of combination colors. Just like mothers. Sizes 10 to 16.

Quilted Pads,
Size 27x45, 25c

Large size quilted bed pads that are closely stitched. Well made to give long service.

Child's Snow Suits, \$1.29

One-piece styles in warm chinchilla, open in front. Washable. In street shades. Helmet to match.

Infants'

Japanese Robes, \$1

Pink or blue satin and silk combined with hand embroidered designs. Washable.

Child's

Jersey Dresses, \$1

Wool jersey one-piece or jumper style with wash blouse. Shades of red, green, navy. Broken size range.

Infants' 3-Piece
Zipper Sets
\$2.69

Suedecloth sets for warmth. In pastel shades with a jacket, helmet and leggings. Broken size range. An exceptional bargain.

Children's
Wash Dresses
79c

Beautiful prints, sheers and combinations. Straight and waisted styles. All vat dye. Plenty of details to make them good looking. Sizes 1 to 6.

Child's Union Suits, 39c

Made of long wearing cotton and rayon fabric. Drop seat. French or knee length. Sizes 2 to 12.

Knit Sleepers, 39c

Children's sleepers with back or front closing. Feet attached. Grey or pastel shades.

Diapers, Pkg., 75c

Birdseye or flannelette diapers. Sizes 27x27 inch. Absorbent and sanitary. Sealed in package.

Infants' Dresses, 69c

Hand made and daintily embroidered with set-in sleeves. Plain or scalloped hem. Sizes 6 months to 2 years.

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE