

SEE PAGE 27 FOR ADDITIONAL EXCITING GIFT NEWS—Downstairs at Ayres

AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family

Once Every Year and Only Once!—We Present This

December Dress Sale

Offering HIGH Styles—At Low Prices!

2 for \$11
(ONE DRESS, \$5.95)



Tremendous Variety! 1,000 New Dresses! All Made to Sell for More!

Last year it was a great sale—this year it's greater than ever if crowds mean anything! It's a sale that offers—thrilling season "beauties!" The pick of the new dress crop! Lovely and lovable dresses, that look for all the world like they'd cost dollars more, usually they would. Teachers! Collegiennes! Business women! Wives! Choose for the gay season ahead—for everyday wear—from an endless variety of fashions and smart colors!

Navy	Green	Formals	Tunic Frocks
Wine	White	with Muffs	Jumper Styles
Black	Pink	Double Duty	Daytime Frocks
Gold	Orange	Cocktail Frocks	Street Frocks
Stratosphere Blue		Afternoon Frocks	Business Frocks
Patou's Blue			Sunday Nite Frocks
Peacock Blue		Metallics	Lame Trim
Raspberry Shade		Ruffle Style	

SIZES for Every WOMAN!

14 to 20—38 to 52

13 to 19—16½ to 24½

—Downstairs at Ayres.

Ready for Winter—
Zipped-Up in a Warm

Suede Jacket

\$4.98



A warmly lined suede zipper front jacket. Side adjustments at waist and on cuffs. Cossack style. Brown or green color. Clasped as seconds that's why they have such a low price tag. A splendid gift to buy now and hide away till Christmas. Sizes 14 to 20.

—Downstairs at Ayres.



Fashion's "Initial Successes" in

GIFT HANDBAGS

Complete With 2 Initials

Sale Price! **\$1.00**



A Christmas Special
You'll Want for Your-
self as Well as for Gifts!

An initialed handbag shows how up-to-date you are! So we know this event will be of special interest to all you women. We've bagged about a thousand new simulated leather handbags in assorted grains to go on sale tomorrow at a price your pocketbook can afford. They're exceptionally smart looking bags—bags you'd usually pay more for—much more! Gift handbags that you'll want for yourself as well as for your gift list.

Take the "Initial Step" Now!

Black	Calfs*	Pouch
Brown	Alligator*	Underarm
Pig Grain*	Rough Leathers*	Envelope

* Simulated
NOTE: We can not accept exchanges after the initials have been attached.

New Fabric Gloves

Take a hand in choosing your own gloves for smartness and practicability. Washable pull-on gloves in your favorite color. Salesman's samples from a famous manufacturer.

69c
PR.

—Downstairs at Ayres.

Endorsed: For Their Long Wear and Good Looks by Thousands of Women!

IRREGULARS of De Luxe

REAL SILK HOSE

Either Sheer Chiffon or Service Weight

Tour Indianapolis from north to south and you'll find that thousands of women will say "give me Real Silk Hose!" "I like them because they're so sheer and clear and really very beautiful. They're protected by those 10 valiant guardsmen, too, and that gives you lots of additional mileage! In all the new shades and colors. Sizes 8½ to 10½.

60c
PAIR

—Downstairs at Ayres.

Skirts 'n Sweaters

Are Swell
"Go-Togethers"

\$1.98
EACH



THE SWEATERS—All-wool slipover styles in gay, giddy colors and combinations. Plain colors, too! Choose several for your sports uniform. Sizes 32 to 44.

THE SKIRTS—Are plain color flannels or tweeds in brown, gray and mixtures. Nicely tailored to go-with your sweaters and jackets. Sizes 26 to 36.

—Downstairs at Ayres.