

Sales and Clearances

**AFTER
CHRISTMAS**

**Downstairs
at Ayres**

Store Hours:

9 A. M. to
5:30 P. M.
Daily

CLEARANCE

1936 Pairs of Women's

SHOES

At Clear Savings of
20% to 50%
Off of Regular Prices

923 Pairs Style Shoes

\$1.59

A sensational savings on every pair. Come, see for yourself what values they are! Straps, pumps and oxfords in brown or black colors. Kids, calfskins and rough leathers. Smartly styled, up to the minute models. Medium or high heels. Sizes from 3 to 8, widths AA to C.

483 Pairs "Corliss" Shoes

\$2.99

All new winter styles from our regular stock. Not a complete size range in each style, but a complete size range in each group. Crushed kids, black or browns; pumps, ties or oxfords. You know they're regular... the sale price is a great savings. Sizes 3½ to 8. Widths AAA to C.

326 Pairs 'American Girl' Shoes

\$2.99

The shoe that has made our Downstairs Shoe Department famous throughout Indiana. Broken sizes in black, brown or blue kid. Sizes from 4½ to 9. Comfortable shoes, smart shoes, quality shoes.

214 Pairs "Corliss" Shoes

\$1.99

Because of the extremely broken size and style range... we've reduced this group of "Corliss" Shoes to such a low price that they must all walk out. Black, brown or blue colors, but not a complete size range in each style. Straps, pumps or oxfords in the group.

—Downstairs at Ayres.

Look for
Unadvertised
Bargains All Over
The
Downstairs Store

Tomorrow! Spend Your Christmas Check
to Make Yourself Look More Beautiful!

After Christmas SALE of New Winter FROCKS

All Brand New Fashions—All Worth
Many Times This Low Price!

2 for \$11
(One Dress, \$5.95)

Formal Frocks
Cocktail Frocks

Daytime Frocks
Afternoon Frocks

Street Frocks
Business Frocks

Tomorrow your Christmas check will go twice as far as ever before in this biggest dress sale you've ever attended... The greatest values you've ever seen... the most thrilling fashions you've ever seen! Hundreds and hundreds of beautiful dresses... smart dresses... advance fashions that breathe faintly of what's to come this spring... Gay and inviting colors that are flattering. Unquestionably one of our greatest "value-giving" events.

Sizes for Women, Misses and Juniors!
—Downstairs at Ayres.



Downstairs at Ayres
"Where Fashions
Are Less Expensive"

SALE!

Discontinued Styles of Genuine SIMMONS MATTRESSES

Much Finer Qualities at

\$14.75 and \$19.75

Before inventory the Simmons warehouse in Indianapolis wanted to clear out all discontinued styles, and odds and ends of their better mattresses. We purchased every one they had in stock at substantial savings on the dollar... and as is our custom we pass this savings directly along to you. All Simmons made and guaranteed. In this group you'll find 14 mattresses—priced at \$14.75 or \$19.75... every one a bargain.

Simmons "Slumber King"
Inner-Spring Mattresses

\$22.75

This nationally advertised mattress at a "real" savings. Twin or full size. Limited quantity. First come gets one of the best bargains we've had for many and many a moon.

—Downstairs at Ayres.

Also a **BIG** Sale of
Other Fine Quality
**Inner-Spring
Mattresses**
\$9.95

Here's an a-rresting After-Christmas Sale of good, serviceable twin or full size mattresses. The coils are of tempered steel. And they're covered with 35 pounds of felted cotton. They're comfortable and restful and worth much more than this sale price.

—Downstairs at Ayres.

A Companion Offering
of "SIMMONS"

**Double-Deck
Coil Springs**
\$9.95

Again we offer a remarkable companion sale of those fine, durable "Simmons Double-Deck Springs." The springs that are electrically tempered to give them life and flexibility. The springs that will last and last. They come in orchid finish, sale-priced for After-Christmas Sales.

—Downstairs at Ayres.

**—I want a
Real Bargain
before I Buy**



"OK, Mister, Here Y'Are!"

A Bargain That Gives You
Quality—Style and Looks!

**Sale! Brand New
All-Wool**

**Worsted
SUITS**

\$12.95

Men! Our annual sale brings you brand new, all-wool, Worsted Suits at a saving that still leaves a comfortable margin in your bankroll. We bought an enormous quantity of these fine suits to get an OFF PRICE... and, as usual, we pass this tremendous savings along to you. Every suit is well tailored—is cut along this year's standards. Choice of many patterns and colors. Sizes for every man.

Companion SALE

Overcoats
\$12.95

We've packed these Overcoats with style, quality, and with value that's hard to beat. Come early, come late, you'll get a savings that's hard to duplicate anywhere. All types, all styles, all colors.

—Downstairs at Ayres.



AYRES ★ DOWNSTAIRS ★ STORE