

The "BUY WAY" OF INDIANAPOLIS AYRES A DOWNSTAIRS A STORE

* (REGISTERED)

Thursday! Our INFANTS' Outfitting Sale!

With the NEW Spectacular
Lastex Lace Insert THAT

- INSURES PERFECT FIT!
- ALLOWS FREE ACTION!
- PREVENTS SEAM-RIP!

Fine Rayon Taffeta
"Flexette" Slips

79c
EACH



Imagine! A Slip With
All These Better Features:

- "Flexette" slips come in lace or tailored styles!
- No sagging or twisting!
- Perfectly sized and proportioned!
- Adjustable shoulder straps!
- Will not hike up!
- Non-rip side and bias seams!
- Back and front are true bias cut!
- Rip-proof and double stitched!
- Sizes 34 to 44 in tearose!

NOTE THE LASTEX LACE IN-
SETS WITH STEEL STRONG
STITCHING DETAIL!

Downstairs at Ayres.



An Annual January Event That Brings
Important Savings to Mothers—and Mothers-to-Be!

FLANNELETTE GOWNS—Also wrappers. White Ea. 24c
KNIT GOWNS with drawstring bottoms. Cellophane wrapped 54c
FLANNELETTE DIAPERS—Heavy quality flannelette. 27x27 Doz. 94c
BIRDSEYE DIAPERS—Size 27x27 inches. First quality Doz. 94c
GERTRUDES—Hand-made, scalloped bottoms 24c
HAND-MADE DRESSES—Baby boy or girl styles. Each 44c
HAND-MADE DRESSES—Yoke and panel front, embroidered 74c
WICKER BASSINET—Collapsible, rubber tires. Ivory \$3.54
COTTON SHIRTS—Fine quality, double breasted tie style 24c
10% WOOL SHIRTS—Double breasted style, elbow sleeve 34c
SACQUES—Hand crochet, novelty weave, pink, blue, white 54c
WOOL SHAWLS—Honey comb pattern, white, pink, blue 94c
BOOTIE SETS—3-pc. knit wool sets, cap, sweater, booties 94c
BUNTINGS—Blanket cloth, zipper style with hood \$1.84
COAT & BONNET—Silk coat and bonnet set. Pink or blue \$1.84



Use Our 90-Day Layaway
Layette Plan

★
Extra Special!

Bathinette

\$3.54

Combination bathinette with sanitary top dressing table. Self filling hose and cretonne pockets for baby's toilet accessories. Well made.

ORGANDY BONNETS—Embroidery and lace trim. Silk lined 54c
CANNON WASH CLOTHS—Shell stitch in pink and blue 2 for 14c
CANNON TOWELS—Soft double knit Cannon knit towels 24c
CANNON TOWEL SET—1 Cannon towel and 2 wash cloths 54c
4-PC. LACO SET—Vanya set, 2 baby powder, castile soap, olive oil 84c
BOOTIES—Hand-crochet, white, pink or blue trim Ea. 14c
HAND-CROCHET BOOTIES—Knee-length, white, pink, blue trim 24c
36x54 CRIB SHEET—Muslin crib sheet set and case Set 54c
42x70 CRIB SHEETS—Cannon quality muslin 54c
RECEIVING BLANKETS—Soft fleece, pink, white, blue 14c
WRAPPING BLANKETS—Warm fleece Beacon blankets Colors 24c
CRIB SIZE BLANKET—36x50 full size. Pink and blue 54c
36x50 CRIB BLANKET—Satin bound. Pink and blue \$1.24
BASSINETT PADS—7x18 14c
18x34 34c
CRIB PADS—Size 27x40 54c
Size 34x52 84c
STOCKINETTE SHEETS—Size 18x18, 24c. 18x27, 34c. 24x36, 54c

Infants' Salespeople Are
Mother Craft Graduates

★
Extra Special!

Curity Diapers

\$1.64 Dozen

Irregulars of this famous quality. Size 27x27 inch. These are less bulky and non-irritating. Easy to launder. Sealed in a sanitary package of 12.

More and More American Women
Are Wearing These Comfortable

American Girl SHOES

**At \$4.95
PAIR**

... and Rightly So ...
for They Combine
Beautiful Styling With
the Most Modern Foot
Comfort Features!



—Downstairs at Ayres.

JANUARY SALE!

Women's and Misses'
Higher-Priced Shoes

At One Sensational Low Price!

These shoes were specially purchased at great reductions off their usual price! Choice of black, brown, blue and grey colors in pumps, straps, oxfords, ties. Suede, calf, kid or patent leathers. Sizes 3 to 9, AAA to C widths.

**\$1.59
PAIR**

(2 Pair \$3.00)

JANUARY SALE!

Turn Your Wardrobe Toward the
Spring—and Choose Several of These

New Mid-Season DRESSES

Sale
Priced
at—
\$5.80

The Sale Features—Black and White—
Colorful Floral Prints—Pain Colors to Wear
Under Your Dark Fur Coats—and Many
New and Unusual Fabric Treatments!

Since this January Sale of new dresses has been going on, hundreds and hundreds of women have taken advantage of the generous savings offered! They've bought these new mid-winter styles by the twos and threes, and built a wardrobe for wear right on up into spring! Tomorrow we've added many new styles, just in from New York, and along with these, you'll find exciting new black and whites, navy blues, and the new dresses in one of the toast shades, so lovely and smart.

Sizes for All Women—

14 to 20—38 to 52—11 to 19—18½ to 24½

Styles for—

Afternoon
Dinner
Dancing
Bridge
Club Meetings
The Office
Shopping
Street
Teaching
Datetime
Classroom
Traveling
Women
Junior-Misses
Misses
Large Size Women

—Downstairs at Ayres.

Now—You Can Have the Luxury,
Warmth and Beauty of a Fur Coat
at a Thrifty Low Price!

Fur Swaggers

\$59.50

... And These Beautiful Fur Coats
May Be Purchased on AYRES' Long-
Term Layaway Plan* ...

6 Reasons Why You'll Want
to Own One of These Coats—

1. MOST POPULAR STYLE—Choose from 2 smart swagger styles, both chic and youthful.
2. MADE FROM QUALITY SKINS—Genuine New Zealand buckskins, heavy quality with long fine fur.
3. SMARTEST COLOR—These skins are dyed by one of the best dyers in the business today. They come in black seal dyed rabbit only... and black is by far the most popular color for fur coats.
4. SATIN BROCADE LINING—Both styles are lined with satin brocade lining, and will give you worlds of service.
5. EVERY COAT is full cut and thoroughly stayed. Also have armholes, yokes and ties.
6. CORRECTLY SIZED for perfect fit. Sizes in the group are from 12 to 20, 40 and 42.



*Ayres' Long-Term
Layaway
Plan Offers You

a way whereby you can select one of these coats for future delivery. A small down payment will be required. And small weekly or monthly payments until the coat is paid for in full.