

# The "BUY WAY" OF INDIANAPOLIS

## AYRES DOWNSTAIRS STORE

★ (REGISTERED)

### Thursday! Our INFANTS' Outfitting Sale!

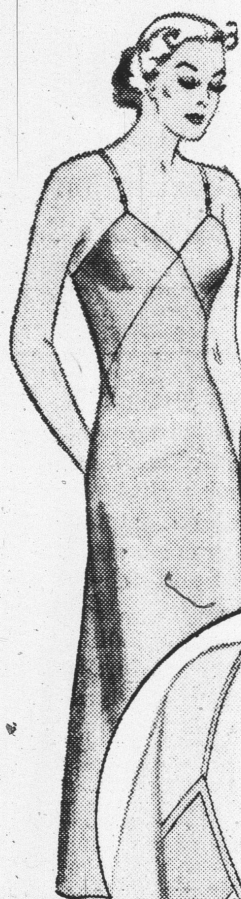
With the NEW Spectacular  
Lastex Lace Insert THAT

- 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 INSERTS 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 wrap-pers. 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



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—Vanta 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  
BASSINET PADS—17x18 ..... 14c  
18x34 ..... 34c  
CRIB PADS—Size 27x40 ..... 54c  
Size 34x52 ..... 84c  
STOCKINETTE SHEETS—Size 18x18, 24c. 18x27, 34c. 24x36, 54c

Use Our 90-Day Layaway  
Layette Plan

Infants' Salespeople Are  
Mother Craft Graduates

★  
Extra Special!  
**Bathinette**  
**\$3.54**

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

★  
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!



American Girl shoes are first choicers... because they offer women more styling, and bring new ease and grace to walking. Our mid-winter selection is at its peak right now, and you're sure to find just what you have in mind for your new print, navy or black dress. Sizes 3 1/2 to 9, widths, AAAA to EEE!

—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—18 1/2 to 24 1/2

Styles for—

Afternoon	Teaching
Dinner	Datetime
Dancing	Classroom
Bridge	Traveling
Club Meetings	Women
The Office	Junior-Misses
Shopping	Misses
Street	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 armshields, 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.