

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE



Superb Close-Fitting

### Little Hats

To Snuggle Into Your Coat Collar!

**\$2.00**

Small hats, the perfect affinity for your warm fur collar. It takes a small hat to climax the perfect fashion picture this season. Tomorrow we show a great diversity of styles in FELTS, FABRICS and STRAW COMBINATIONS. Chic little turbans, flattering pillboxes and beguiling off-the-face types. Trimmed with veils, ribbons, tassels and flowers. In black, brown and costume colors. Headsizes 22 and 23.

—Downstairs at Ayres.



Our Biggest Fashion-Value  
Event of the Entire Year!

### Annual December Dress Sale

The Sale That Brings You  
Glorious Beauty—Style and  
Quality — At the Season's  
Outstanding Low Price!

**\$6.45**

(Or 2 Dresses for \$12)

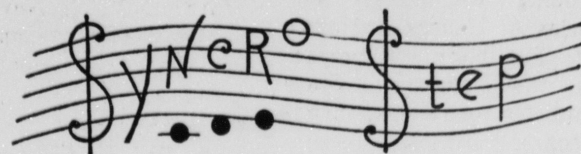
Saturday—another big day in this greatest event of the year. But that's what this Annual December Dress Sale has become famous for during the past decade. Now, at the beginning of the new winter season, when you need exciting new clothes, here they are in great VARIETY and SELECTION. Styles carefully selected for you women who lead an active business or social life. Sizes: 11 to 17, 14 to 20, 38 to 52 and 16½ to 24½!

- Formals!
- Dinner Dresses!
- Date Dresses!
- "Don't Dress" Dresses!
- Career Dresses!
- Double Duty Dresses!
- Jacket Styles!
- Rayon Alpaca!
- Rayon Hammered Satin!
- Rayon Matelasses!
- Rayon Taffeta!
- Rayon Alpaca!
- Rayon Hammered Satin!
- Rayon Matelasses!
- Rayon Taffeta!

—Downstairs at Ayres.

Like Walking on a Cloud!

**CORLISS**



### Shoes

Styled for Now  
and This Spring!

**\$3.50**  
PAIR

It's like walking on a cloud when you walk in a pair of "CORLISS" Synco Steps... and their styling is the last word. Choose from a Gabardine high heel tie with patent trim. A Gabardine medium heel tie with patent trim. A Gabardine medium heel step-in pump and a black suede perforated Cossack tie.

With These Synco Features:

1. Longitudinal arch support, built-in.
2. Metatarsal arch support cushion rest.
3. Heel cushion rest.



### Gold or Silver Kid Evening Sandals

A SALE! Glamorous genuine silver kid or gold kid evening sandals in medium or high heel. Sizes 4½ to 9, AAA to B widths. **\$2.50** Pair

—Downstairs at Ayres.

They're New! They're Cleverly Styled!

### Skirts and Sweaters

**\$1.98**  
EACH



THE SKIRTS—Wool crepes, in navy, black, green or brown. Tweed mixtures and all-wool flannels with pleats, gores, pockets and zippers. Sizes 24 to 32.

THE SWEATERS—Long or short sleeve zephyr slipons styled with zippers and some have STUD trim. In novelty hand fashioned weaves. Dark or pastel colors. Sizes 34 to 40.

—Downstairs at Ayres.

Tomorrow! More Sensational Values in Our

### Clearance! Smart Sports Coats

**SAVE ¼ to ⅓ OFF**

OF ORIGINAL PRICES!

**\$14.45**

This has been a Sport Coat season... and here's a last-minute opportunity to buy a smart, practical, sport coat in the material and color you want. Fleeces, Twisted Boucles, Camel's Hair, Suede Fleeces, Plaid Backs in swaggers, wraparounds, fitted and box swagger styles. Sizes 14 to 20 and 38 to 44.

- Fleeces!
- Plaid Backs!
- Camel's Hair!

—Downstairs at Ayres.



- Twisted Boucles!
- Grey, Rust!
- Navy, Green!

- Natural!
- Wine, Tan!
- Mixtures!

### Overstock Sale!

A Sales of Progress Event! Due to Overcrowded and Overstocked Condition of Our Hosiery Department—Our Entire Stock of Regular 80c

### REAL SILK

DeLuxe Chiffon Hose

Reduced to

**69c** (Substandards)  
PAIR

We cut the price on our famous "Real Silk" DeLuxe Chiffon hose. This is made possible only because of the overcrowded and overstocked condition of our hosiery department. So come down tomorrow and get a supply of these famous, long wearing stockings for yourself, as well as for gifts. In smart winter shades. Sizes 8½ to 10½.

Please, No Mail or Phone Orders!

—Downstairs at Ayres.



Remember, It's Important to Have the  
Right Handbag for Every Costume!

### Tophandle Bags

**\$1.00**  
EACH

The newest styles in Tophandles as well as large, roomy types and zipper styles. In simulated leathers and grains... Buffalo, Seal, Calf, Patent. The RIGHT leathers and styles to carry from now on. Suitable for gifts, too, if you're thinking about Christmas this early. Black or brown.

- Simulated Calf!
- Simulated Buffalo and Seal!
- Simulated Patent!
- Brown!
- Large Sizes!
- Small Sizes!
- Luggage Types!

—Downstairs at Ayres.



Ravishing, Pure Silk

### CHINESE

HAND-MADE

### LINGERIE

Of Incomparable Beauty and Glamour  
Make Unforgettable Gifts!

Their beauty is breath taking! Their daintiness come only from being handmade! The silk is petal soft... and their price is amazingly low! These Chinese handmade Pajamas and Gowns are classed as substandards... but you'll never find the imperfection. Every stitch is hand-sewn and hand-embroidered... in a very few garments, a seam might be machine-sewn. Start today... put a whole undie wardrobe in the layaway for gift giving!

Pajamas  
**\$5.98**

Dainty, ravishing, hand-made 2-pc. style pajamas with hand embroidery work for trim. In exquisite Oriental shades.

—Downstairs at Ayres.

Gowns  
**\$4.98-\$5.98**

Exquisite handmade gowns, fit for a queen. Made with dainty hand embroidery work at top. In Oriental rose, white, and flesh. Sizes 32 to 40.



Remember, It's Important to Have the  
Right GLOVES for Every Costume!

### "Be Wiser.... Buy Kayser Gloves"

**\$1.00**  
PAIR

We have those smart Kayser Gloves you're always reading about in Vogue and other magazines. Kayser, "Leatherette," "Fall-Bar" and "Kay-vel." Perfect fitting and washable. In black, brown, navy, wine, araby green, chaudron and grey colors. 5½ to 7½.

Also the New Kayser Zipper Glove... \$1 pr.  
—Downstairs at Ayres.