

A Popular Price Gift Store for the Whole Family

AYRES DOWNSTAIRS STORE

Wednesday!

Extra Values to Make Your Dollars Go Extra Far!

Annual December Sale!

350 Brand New (WASHABLE)

PRINT DRESSES

(MADE OF CROWN TESTED RAYON)

\$3.00
EACHSizes 14 to 20!
Sizes 38 to 52!Styled for
All Occasions!

Dresses as gay and colorful as the holiday season itself! You'll be thrilled to wear them shopping, to the office and to all informal affairs! Made of Crown Tested Rayon—which means they are approved for their DURABILITY, COLOR FASTNESS and general WEARING qualities. Missey Swing Prints and Women's styles in tailored and dressy styles! Shoulder and front zippers, lingerie touches, novel collars and unusual trims!

- Navy Ground With Floral Prints!
- Red Ground With Floral Prints!
- Blue Ground With Floral Prints!
- Various Styles for Your Choosing!
- Large Floral Patterns!
- Small Floral Patterns!

—Downstairs at Ayres.

OVERSTOCK SALE

"Real Silk" De Luxe Hose

(Substandards) 69c No Mail
or Phone
Orders, Please!Due to overcrowded and overstocked condition of our hosiery department, our entire stock of regular 80c "Real Silk" De Luxe Chiffon hose are reduced. In wanted shades. Sizes 8 1/2 to 10 1/2.
—Downstairs at Ayres.Watch Your
Door Step Today!Ayres Downstairs Store Is
Delivering an 8-Page Circular
Full of Dollar Day Gift News!

Western Union will deliver to your door an 8-page circular brimful of Christmas Dollar Day Gift Ideas! Read every word of this interesting value-giving circular—it will pay you. Then, hurry down to Ayres' Downstairs Store, tomorrow! Be here EARLY for BEST selection.

If You Don't Receive One By 5:30
o'Clock Tonight—Call RI-4311 for One!

A Gift of Beauty! Reversible Rayon Taffeta and Satin Covered



Here Is the "Bed-Grip" in Action →

Bed-Grips are 18-inch additions of matching rayon-taffeta fastened securely to the bottoms of the comforters. You tuck the Bed-Grip under the mattress like a sheet and it holds the comforter securely in place no matter how much you roll and toss. . . . Bed-Grips assure you of warm feet with their "Tuck-In" . . . Bed-Grips allow your comforter to lie higher on the bed and cover your shoulders.



“PERMA-FLUFF”
“TUCK-IN”
COMFORTS

See Lower
Left
Illustration

"Perma-Fluff" is the modern comfort filling, that by test in the scientific laboratory and by actual home use in hundreds of Indianapolis homes for over a year, has proved warmer than a wool filling of the same size and weight!

- Light Weight With Warm Depth!
- Scrolling With Rich Hi-Lights!
- Renewable Braid-Cord Edgings!
- Resistant to Moth Onslaughts!
- Rich, New Decorator Colors!
- All 72x84-Inch Full-Cut Size!

Rayon-Taffeta and Satin
Reversible Color Combines!

- Burgundy and Rose
- Rust and Cream
- Malacca and Rose Beige
- Blue and Gold



Manufactured to conform to our rigid specifications of quality and service. "Perma-Fluff" filling is of 5% wool and 95% fine China cotton and is warmer than an all-wool filling of the same size and weight. Because of a process used in the mixing of "Perma-Fluff" batting, it will not mat or shift within the cover.

—Downstairs at Ayres.