

A Popular-Price Gift Store for the Whole Family

AYRES DOWNSTAIRS STORE

Comfortable Gift CHAIR & OTTOMAN \$29.50

Here's an ideal gift for the home-lover or for your own use. Large, comfortable, roomy chair with ottoman to match. Fine quality coverings.

Hollywood Gauze PANELS 79c Each

Colorful Hollywood Gauze panels, 44 inches wide. Made of a fine quality lustrous rayon in light ecru shade.

72x84-Inch 5% WOOL BLANKETS \$2.98

Famous "Fieldcrest" quality, that means fine yarns and smart colors. In blue, rose, peach, lavender, green and brown. Warm and practical.

Women's New GIFT BAGS \$1.00

Simulated grains in calf, ostrich, as well as the new gabardine fabric. Underarm, pouch and zipper styles. Black, brown, wine, Araby green.

Women's All-Wool GIFT SKIRTS \$1.98 and \$2.98

All-wool skirts in lovely colorful plaids, tweeds, wool crepes, flannels, heather and shetland materials. Sizes 24 to 32.

Women's Satin or Rayon DANCETTES 69c

Fitted brassiere, lace trimmed. Panties are plain fitted at waist with lace-trimmed hems. Tea rose.

Women's Rayon Pajamas or Nighties \$1.00

Two-piece rayon pajamas and rayon gowns with V-necks. Tailored or lace-trimmed styles. Tea rose. Sizes 16-17.

Women's Rayon GIFT GOWNS \$1.89

Plain or printed rayon crepe nighties. Lovely lace-trimmed and tailored styles. Sizes 16-17.

Women's 2-Piece OUTING PAJAMAS \$1.00

Warm, neatly styled 2-pc. outing pajamas and V-neck style nighties. Long-sleeve styles. Pastel colors. Sizes 16-17.

Women's Chinese HANDMADE GOWNS \$4.98 and \$5.98

Pure silk, handmade Chinese Gowns. Beautiful, hand-embroidered V or square necks, eyelet embroidered applique trim. Sizes 34 to 40.

Women's Rayon GIFT UNDIES 39c

Run-resist rayon panties, step-ins, briefs, bloomers or vests. Plain fronts, elastic run at back, tailored or lace-trimmed styles. Tea rose. Sizes 34 to 42.

Chenille Throw Size GIFT RUGS \$1.00 to \$1.98

Chenille rugs, sizes 22x34, 24x40 and 27x54. A wide variety of colors and patterns to choose from.

4-Pc. Initialed TOWEL SETS \$1.19 Set

Consists of 1 bath towel, 1 guest towel and 2 wash cloths with 1 initial on each piece. The towels come in five pretty pastel colors. All have black borders.

Size 72x84-Inch 50% WOOL BLANKETS \$5.95

Famous "Fieldcrest" quality. In blue, rose, peach, lavender or green, also brown. Warm, weight without bulk.

Women's Kayser GIFT GLOVES \$1.00

The latest style novelty stitchings, tufts, appliques and embroideries. Washable fabrics in black, brown and colors. Sizes 6 to 7 1/2.

Wom. Leather Sole HOUSE SLIPPERS \$1.00 Pair

Hand turn, house slippers made of Zapon. Leather sole. Medium heel style. Cuff style, D'Orsay slippers. Black, red, blue. Sizes 4 to 8.

Women's Warm GIFT ROBES \$3.00 and \$3.98

Beacon robes in wrap-around styles. Plain colors, plaids and checks, at \$3.00. Hostess-length robes, fitted, and zipper front styles. Extra sizes at \$3.98.

Women's 2-Piece Tuckstitch Pajamas \$1.00

Women's two-piece tuckstitch pajamas, V or square neck styles. Some with ski trousers. Tea rose, blue and random.

All Indications Point Toward A "Last-Minute" Rush ... but Ayres Downstairs Store Is READY!

Old man weather has been pretty fickle these last two weeks! And with the snow and rain and cold weather most of the people in Indianapolis have hardly had a chance to come down town to do their Christmas Shopping. So all indications point to an almost unprecedented last-minute rush! Ayres Downstairs Store will be ready... with plenty of extra salespeople... with complete gift stocks at popular prices... with all our Ayres Services that make shopping a pleasure in this great popular priced gift-store-on-one-floor!

If you're one of those "last minute men" then here's news! Up and through Friday, Ayres will remain open an extra half an hour to enable you to select "last minute" gifts!

CHRISTMAS STORE HOURS: 9:30 A. M. TO 6:00 P. M.!

The Best Gift a
Dollar Will Buy!

Cranbrook
And Other Fine

Men's Gift Shirts \$1.00

If you've been looking all over town for a decent dollar shirt then your worries are over. Choose a fine Cranbrook, with shape retaining collar, vat dye patterns and pre-shrunk fabrics. Sizes 14 to 17. Whites, plaids and fancy patterns!

Downstairs at Ayres

Girls' Plaid CAMPUS COATS \$3.98

Wool plaid campus jackets for girls 8 to 16 years. Full cut—warmly lined.

Boys' Fur-Trimmed LEATHER JACKETS \$8.98

Boys' horsehide jackets. Laskin lamb front and back style. Full zipper. Fully lined. Exceptionally warm. Sizes 8 to 18 years.

Women's Rayon GIFT UNDIES 59c

Lace-trimmed panties, step-ins, briefs, bloomers or vests made of plain durable rayon. Tea rose. Sizes 34 to 42.

Infants' Wool GIFT SACQUES 59c to \$1.15

Hand-crocheted wool sacques for infants. Dainty novelty trimmed styles.

Tots' 3-Piece SNOW SUITS \$3.98

All-plaid and plaid trim, lined jackets. Full cut, roomy pants. Snug-fitting cap. Sizes 3 to 6 years.

Boys' Corduroy GIFT SLACKS \$1.98 Each

Durable well-made corduroy slacks for boys. Green, grey, blue and brown. Sizes 10 to 18 years.

Boys' and Girls' GIFT SHOES \$1.99 Pair

High shoes, sizes 8 1/2 to 12. Widths, B, C, D. Oxfords, 8 1/2 to 12. Widths, B, C, D. Oxfords and straps in sizes 12 1/2 to 3. A, B, C, D widths.

Infants' Handmade GIFT DRESSES 59c to \$1.00

Handmade dresses trimmed with dainty hand embroideries. A wide selection for your choosing. Infants' to 2-year sizes.

Children's and GIRLS' BATHROBES \$1.00

Girls' warm, blanket bathrobes, novelty patterns. In red, blue, green and wine. Sizes 3 to 14 years in group.

Tots' and Girls' Cinderella Frocks \$1.00

Floral prints and colorful plaid patterns. Unusually attractive styles for tots and girls. Sizes 1 to 16 years.

Boys' Slipover GIFT SWEATERS \$1.19

Slip-over sweaters in plain and fancy weaves. Crew neck, top zipper and full zipper styles. Sizes 10 to 16 years.

Men's Suede LEATHER JACKETS \$4.98

Genuine suede leather jackets, slightly spotted, with full zipper front closing. Knitted waistband and cuffs. In brown. All sizes.

Men's Blue MELTON JACKETS \$3.98

Full zipper front in popular cosack style. Very heavy quality. Side buckle adjustment. Sizes for men and young men in the group.

Men's Plaid WOOL MACKINAWs \$5.98

Famous "Spalde" quality all-wool. A different kind of a jacket gift idea. In bright plaid colors. Sizes for men and young men.

Men's Capeskin LEATHER JACKETS \$7.95

Fully lined and with a full zipper front. Made of genuine capeskin leather. Knitted waistband. In dark brown. Sizes for all men.

Men's Good Looking PAJAMAS \$1.19

Coat or slipover styles. V-neck or notch-collar slipover styles and frog-trimmed coat styles. Plain colors, stripes, checks. Sizes A, B, C, D.

Men's Beacon GIFT ROBES \$3.98

Beacon gift robes with cord trim and shawl collar; 3 pockets. Plaids, checks in blues, browns, wine. All sizes.

Men's Leather HOUSE SLIPPERS \$1.99

Opera or romeo style slippers with flexible soles and rubber heels. In blue, brown or burgundy colors. Sizes 6 to 11.

Tomorrow—A Gift Sale That'll Ring the Christmas Bell!

Manufacturer's "End-of-the-Season" Close-Out Sale!

"Fruit of the Loom" Daytime Dresses

Style No. 3049. Colors: Red, Brown, Plaid. Sizes 14 to 44!



Good news for all gift seekers! Another brand new shipment of 1200 famous "Fruit of the Loom" Dresses just arrived! At the lowest price of the year, because the manufacturer is making way for his new spring styles! The styles, the patterns, the colors are all smart Christmas Gift types. Every dress guaranteed for fabric construction, workmanship, color fastness and accurate size. Sizes 14 to 20, 38 to 44 and 46 to 52.

\$1.00

Each

Style No. 921. Colors: Blue, Orchid, Red, Checks. Sizes: 14 to 20!



Style No. 1114. Colors: Navy, Green, Powder. Sizes: 38 to 44!



Phone or Mail
Orders Promptly

Filled—
Call RI. 9441!



On or Off It in a Flash!
—Practical for Gifts!

"Zip-On" DRESS

With Full 20-Inch
Zipper-Front Closing!

\$1.00

Each

Gay, colorful floral prints with fluffy organdy collars and tiny cap sleeves or conventional floral prints with self-trim collars. Tie-back styles. Sizes 14 to 46.

—Downstairs at Ayres.

Sure to Please—
and It Costs So Little!

Printed Spring Flower House COATS

\$1.00

Each

• With Fitted Waistline!
• With Full Sweep to the Gored Skirt!

Fashioned of good quality prints in colorful floral patterns. Wrap-around and button down front styles. Full, sweeping skirt. Wide revers and tiny puff sleeves. Vivid color sashes. Sizes 14 to 20!

—Downstairs at Ayres.