

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE



### After-Christmas Sale!

Wednesday—A Stirring Fashion Event  
That Brings You Spring Fashions  
at BIG SAVINGS!

## SALE! 500 Higher-Priced Spring Dresses

**\$3.98**

• New 1938 Prints! • New Redingote Type Dresses!  
• New Light Plain Colors! • New Southland Pastels!

Sizes 11 to 17—14 to 20 and 38 to 52!

Here's big news, exciting news, saving news! Wednesday we bring you one of the outstanding fashion events of the month! 500 brand-new "tween-season" and spring, 1938, dresses. Prints, redingote effects, the new light shades for dark coats, the new pastels for Southern wear. New high-waisted types, dramatic new colors and patterns. Styles for daytime, afternoon and informal evenings!

—Downstairs at Ayres.

### Clearance! Women's Dresses

Women's and Misses' BETTER DRESSES, Reduced to... \$8.45

Women's and Misses' BETTER DRESSES, Reduced to... \$6.39

Women's and Misses' BETTER DRESSES, Reduced to... \$4.89

Women's and Misses' BETTER DRESSES, Reduced to... \$2.88

Women's and Half-Size DRESSES, Reduced to... \$5.45

—Downstairs at Ayres.

### After-Christmas Clearance!

## Girls' and Children's Winter Coats

**1/4 to 1/2 OFF**

At **\$6.95**

(Sketched Right)

GIRLS' AND TOTS' COATS—Tailored and fur-trimmed styles in fleeces and novelty wools. A nice selection of colors in group. Broken size assortment.

At **\$12.95**

(Sketched Right)

TEEN-AGE GIRLS' COATS—Black fur fabrics or wool fleeces in tailored or fur-trimmed styles. Regularly \$19.95 to \$25.

GIRLS' TAILORED OR FUR-TRIMMED COATS—In plain or novelty weaves. Regularly sold for \$5.95. **\$3.49**

GIRLS' AND TOTS' COATS—Fur fabrics, novelty wools, imported tweeds and diagonal fleeces. **\$8.95**

TEEN-AGE AND JR. MISS COATS—In real "Laskinlamb" fur. In brown only. The lining is guaranteed. Regularly sell for \$29.50. **\$22.45**

GIRLS' WOOL SNOW SUITS—3-Pc. wool snow suits with plaid jacket and lined ski pants. Matching hat. Brown or blue. Broken sizes. Regularly \$7.95. **\$5.95**

—Downstairs at Ayres.



### After-Christmas Clearance!

## Women's and Misses' Fur-Trimmed Winter Coats

Formerly Sold in Our Stock for \$29.75

Sizes  
35 1/2 to 50 1/2

**\$16.99**

Sizes  
12 to 20  
38 to 52

SPEND YOUR CHRISTMAS CHECK wisely on yourself and save money! Coats with gorgeous and expensive fur collars. In black, green or brown colors. Every coat interlined. Sizes 12 to 20, 38 to 50 and 35 1/2 to 45 1/2. You save dollars on each coat. Originally up to \$29.75.

At **\$35.99**

At **\$25.99**

FAMOUS "CARACUNA" COATS—In black, brown, green, wine. Trimmed with elegant fur collars. Sizes 12 to 20, 38 to 44 and 16 1/2 to 26 1/2. Buy now at tremendous savings.

Trimmed with Jap Coon, Silvered Fox, Blue Fox, Caracul, Mountain Sable, all expensive furs. Broken sizes. Originally sold up to \$39.75.

—Downstairs at Ayres.

Drastic Reductions on Women's and Misses'

## Sports Coats

Formerly Sold  
in Our Stock  
for \$16.75 to \$19.75

**\$10.99**

Sizes  
12 to 44  
35 1/2 to 43 1/2

ORIGINALLY SOLD FOR \$16.75 AND \$19.75. Sizes 12 to 44 and 35 1/2 to 43 1/2. In smart plain colors. Camel's Hair, Shag Fleeces, Tweeds, Suede Fleeces and Plaid-back styles. Fitted, swagger, box swagger and balmacaans.

At **\$7.99**

At **\$12.99**

ORIGINALLY SOLD FOR \$13.95 AND \$16.75. Just 150 in the group, in sizes 12 to 20 and 38 to 44. Swaggers and fitted styles in plain colors. All the favorite materials.

LIMITED QUANTITY, all greatly reduced! Twisted Tweeds, Plaids and Fleeces in sizes 12 to 20 and 38 to 44. Swaggers or fitted types.

—Downstairs at Ayres.

### After-Christmas Clearance!

A "Once-in-A-Lifetime"  
Opportunity to Save on

## Girls' "Famous-Name" Dress Fashions

Formerly Sold in Our Stock for \$1.98 & \$2.98!

**\$1.49**

(Sketched Right)

REDUCTIONS ON GIRLS' "MOVIE STAR" COTTON DRESSES—Clever winter styles in fast color, vat dyed cottons. Gay prints or solid colors. Famous for their original style and pattern details. Regularly \$1.98 to \$2.98.

## Girls' and Children's Better Cotton Dresses

Reduced  
to **88c**

(Sketched Right)

GIRLS' AND TOTS' COTTON WASH FROCKS—Fast color prints and solid colors. Flared skirt. Princess and belted styles.

GIRLS' RAYON TAFFETA DRESSES and rayon crepe dresses in pastel or street colors. Ruffle or Princess styles. **\$2.98**

"KITTY FISHER" JR. MISS DRESSES—Made of a very fine quality rayon taffeta. Tailored styles with novelty trim. **\$3.95**

JR. MISS ANKLE LENGTH FORMALS—Junior Miss and Teen-Age ankle length formal in rayon taffeta and rayon slipper satin. In bright high shades. **\$5.95**

—Downstairs at Ayres.

