

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)



A Thrilling January Sale!

Saturday—We Bring You One of the Best Value-Giving Sales of Gowns and Pajamas We've Ever Offered!

SUBSTANDARDS OF
Silk, Satin or Rayon Crepe

'Caress'
Gowns and Pajamas

\$1.74
EACH

Glorious Beauty—Luxury and Glamour—At a Sensationally Low January Sale Price!

THE GOWNS—The most beautiful creations imaginable. Pure silk, exquisite satin or serviceable rayon crepe nighties with gobs of lovely lace or in a divine tailored style. Ties at waist. In tea rose or blue. Sizes 16 and 17.

THE PAJAMAS—Exquisite two-piece styles of breath-taking beauty. In soft, glowing silk or satin or serviceable rayon crepe. Tailored to perfection or luscious lace trimmed styles in sizes 16 and 17. Tea rose or blue colors.

Downstairs at Ayres



JANUARY CLEARANCE!

Women's and Misses'
Fur-Trimmed Coats

\$16.99

Priced Far Below Their Regular Prices!

Just 100 fur-trimmed winter coats, formerly selling in our stock for as much as \$20.75. You save dollars at this January Sale price! Trimmed with Cross Fox, Kit Fox, Vicuna (rabbit), Chinese Badger, Blue dyed Fox, Caracul plate, dyed Squirrel and dyed marmink. Black, brown, green boucles and suede cloths. Sizes 12 to 20, 38 to 50 and 35 to 41.

Downstairs at Ayres

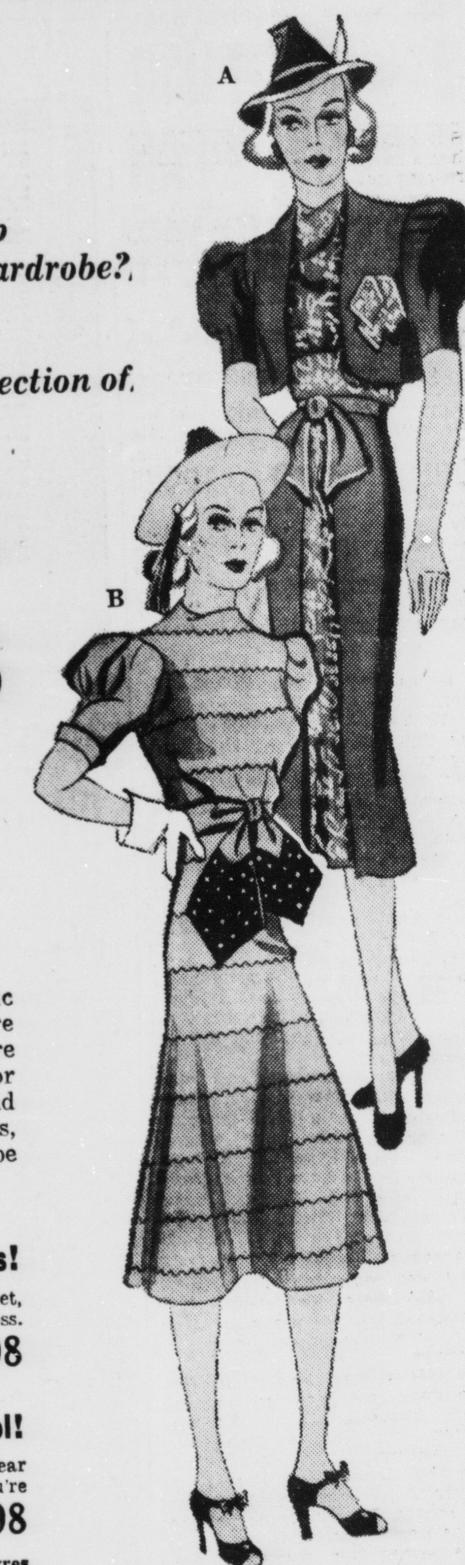
Planning
to Go to the Southland?

Do You Need

A New Dress to Pep Up Your Winter-Weary Wardrobe?

Then Come in and See This Worthy Collection of.

New Spring Dresses
\$6.98
at



A new spring dress is exactly the tonic your wardrobe and spirits need! If you're going southward or staying at home here in this worthy collection, for the Junior Miss and the modern woman, you'll find what you need. Prints, pastels, redingotes, boleros, jackets and the accessory type dresses in sizes 14 to 20 and 11 to 19.

A. "Betty Shaw" Four-in-One Dress!

A clever little Betty Shaw dress with bolero jacket, a skirt that ties on over the brilliant print dress. Come in and see the four clever ways you can wear this dress. A size 11 in navy.... \$6.98

B. Southward Ho in a Pastel Wool!

A gay, light weight pastel dress of rayon wool. Wear it here under your dark fur coat... or if you're southward bound take it along to wear while traveling. A size 11 in turquoise blue. \$6.98

Downstairs at Ayres

JANUARY SALE!

Famous Child "Movie Star"

Cotton Frocks

for Girls from 7 to 12 Years!

\$1.69
EACH



• Prints! • Plain Colors!

We're not allowed to tell you the name of this famous Child Movie Star, because of the reduced price... but each of the styles we have in stock are authentic copies and designs! All winter 1937 and 1938 styles in fast color prints or plain colors. Trimmed with exciting and original style details. Sizes 7 to 12 years.

Brother and Sister Dresses.... 88c ea.

Downstairs at Ayres



Children's and Boys' Shoes

\$1.99
PAIR

1. Lasted Heel Seats
2. Chrome Re-Tanned, Water-Resistant Soles
3. Flexible Leather Insoles
4. No Wire Staples
5. Easily Re-Soled
6. Sizes 8½ to 12 and 8½ to 3½



Advance Spring Shoe Fashion Information is Full of News About

Gabardine
and
Suede

... and We Have These New Styles in

CORLISS
SPRING SHOES
at **3.50** PAIR

The last few weeks we've received page after page of fashion news from the style centers about suede and gabardine shoes for spring. Saturday, we are proud to offer a complete stock of new CORLISS shoes in gabardine and suede. Come in and see them in black or navy. In pumps, straps, ties, cut-out and toeless pumps. Sizes 4½ to 9, widths AAA to B.

Downstairs at Ayres

January Sale!

FAMOUS NAME
Fabric Gloves

Discontinued Styles of \$1.00 and \$1.50 Gloves!

- Black!
- Brown!
- Navy!
- Araby Green!
- Sizes 5½ to 7½!
- Doeskin!
- Grey!
- Various Styles!
- Sizes 5½ to 7½!

All the styles are fall and winter 1937, but discontinued! In a very large assortment of slip-on and novelty cuff styles with very latest details. Smart colors in each size!

Downstairs at Ayres

AN IMPORTANT JANUARY SALE!

Substandards of

REAL SILK
SOCKS for MEN

4 Pair **\$1.00**
for

Please, No
Mail or
Phone Orders!

Values You Men Should Take Advantage of, Tomorrow!

A tremendous assortment at a sensational January Sale saving! Lisle in plain colors, heather tones, clock patterns! Made with the long-wearing "Real Silk" double toe, heel and sole. In browns, greys, blues, black, Oxford. Sizes 9½ to 13 in the group.

Downstairs at Ayres

Substandards of
REAL SILK
De Luxe Chiffon Hose
69c PAIR

It pays to buy Real Silk De Luxe Chiffon stockings... that's what women are finding out 365 days every year! For beauty, for service, for smart "go-with" colors Real Silk are your best bet. They're protected by the 10 guardmen at every point of wear... they're pure silk from top to toe, and they're wonderfully sheer. In sizes 8½ to 10½.

Please, No Mail or Phone Orders!

Downstairs at Ayres

Two Mid-Season Winners in Felt!

\$1.39
EACH

The Bumper Brim—A hat that's easy to wear, because it has such youthful lines, and such a beguiling veil. For your new print or dressy afternoon frock, this bumper brim is a honey! This particular style has a smart manipulated crown. Black, brown, wine, green or grey.

The Pill Box—A saucy, zestful, modern hat that can be worn at a dashing angle, and with any type dress. Note the pretty veil. This pill box comes in wine, green, brown, black or grey colors. Headbands 22 and 23.

Downstairs at Ayres