

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

* (REGISTERED)

Dresses With Boleros

Variety! Charm!
and Youth!
Inexpensively Priced!

\$3.98

In 5 New Styles!

Little boleros are the biggest news of the season! When New York fashion scouts asked the great Schiaparelli what was what in fashion, she quickly responded, "It's boleros!" These boleros are the very latest. They're the smallest area, but the biggest effect of the whole dress. Choose one from styles shown here or the three we have in stock. Blacks, plain colors, with boleros covered with scroll work, print or plain.

Sizes 14 to 20 and 38 to 44!

A. Black rayon crepe with scroll work on bolero. Bright sash effect at waistline. Size 14.

B. Black rayon crepe with bolero lining in rose rayon satin. A size 14.

—Downstairs at Ayres.

We're Right In The Middle of Moving Day

We're All Torn Up—to Find a Department Is Like Trying to Find a Needle in a Haystack! If You Can't Find What You're Looking for—Just Ask the First Person You See to Steer You Onto the Right Course.

Moving day is upon us . . . most of the departments in our Downstairs Store are re-located, or will be in a short while! When you come down to shop, and can't find the department you're looking for—just ask the nearest salesperson or section man for it! We know this is a great inconvenience, but if you will just bear with us for a few more days, everything will be all straightened up, and you'll see a beautiful new Downstairs Store, the likes of it you're not likely to find any other place in this whole United States!

JANUARY SALE!

Discontinued Patterns of
Regular \$7.95, 9x12 Size

"Gold Seal" Congoleum Rugs

January Sale Priced at

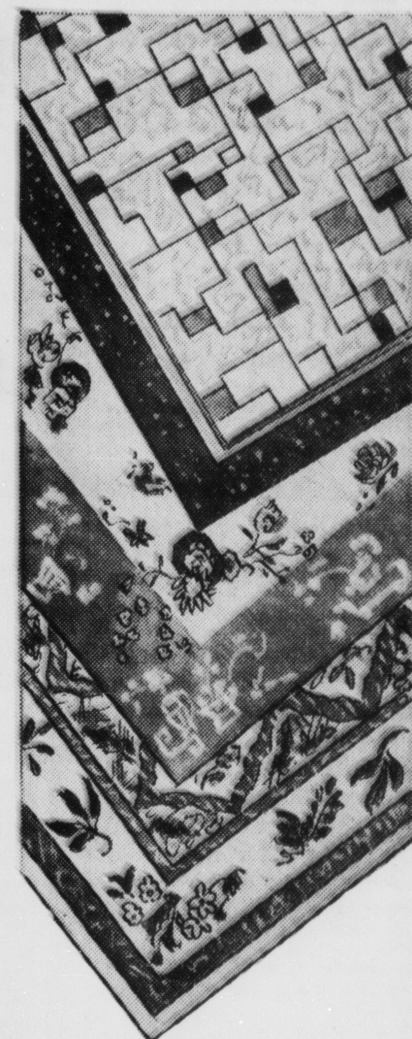
\$5.95
EACH

Tile, Block, Floral Designs

Save \$2.00 on each of these rugs, at this January Sale Price! These are famous "Gold Seal" Congoleum Rugs, known for their service and beauty of pattern! Every rug is perfect quality, but discontinued patterns. Full borders and offered in a wide selection of tile, block and floral patterns.

•Reds! •Greens! •Black! •Blues!

—Downstairs at Ayres.



JANUARY SALE!

Infants' Layette Needs

CURITY CLOTH PADS—Irregulars of Curity layette cloth pads. Easy to wash. Size 17x18, 39c; size 18x30, 59c; size 27x40 . . . \$1.09

COTTON SHIRTS—D. B. tie style. Short sleeves. Each. 25c

10% WOOL SHIRTS—Tie side with short sleeves. Neatly tailored. Each . . . 35c

FLANNELETTE GOWNS and wrappers. Full cut, all white. Warm . . . 25c

CRIB SHEETS—Gum rubber crib sheets, size 36x36. In wanted colors . . . 19c

INFANTS' QUILTED PADS—Ready to use. Size 17x18 . . . 15c; Size 18x34, 35c; Size 27x40 . . . 55c; Size 34x52, 88c

CRIB BLANKETS—Size 36x50. Satin bound. Novelty patterns, pink and blue . . . 88c

VANTA BABY SHIRTS—Double breasted style. No buttons. Fine comb cotton and short sleeves . . . 50c

CANNON WASH CLOTHS—Cannon knit wash cloths in pink or blue. Shellstitch edge . . . 2 for 15c

CANNON BABY SET—A 3-pc. set, 2 wash cloths and a towel. Double knit. Set . . . 49c

MUSLIN PILLOWCASES—Infants' fine quality muslin pillowcases, a pure white . . . 15c

INFANTS' DRESSES—Hand-made and hand-embroidered. Hem or scalloped bottom . . . 35c

"Cannon" Diapers
\$1.49 Doz.

Infants' "Cannon" gauze diapers. Double weight quality. Irregular. Sizes 27x40 inch and 29x46 inch.

Birdseye Diapers
88c Doz.

BIRDSEYE DIAPERS—Of flannelette diapers in 27x40 inch size. Hemmed, ready for use.

—Downstairs at Ayres.

Here's the Sale Which Really "Steals the Show" for Value-Giving!

January Sale! 'Fruit of the Loom'

"DAWN DU"

Rayon Crepe Slips

\$1.19



The Slip That Will Hold Its Shape After Repeated Wear and Washings!

Here are the most "expensive looking" slips you've seen at this price! Famous "Fruit of the Loom" DAWN DU rayon crepe slips, tailored to keep their shape, even after repeated wear and washings. Guaranteed as advertised by Ayres and Good Housekeeping magazine, as the label specifies. The SEAMS are rip-proof, and there is ample hip room.

—Downstairs at Ayres.

- Lace Trim Styles!
- Tailored Styles!
- 4-Gore Style!
- Tearose!
- Sizes 34 to 44!



JANUARY SALE!

"Fruit of the Loom" Slips OF RAYON TAFFETA

Black! **\$1.19** Navy!

If you love black or navy blue slips, here you are! "Fruit of the Loom" quality, made of fine rayon taffeta. 4-gore style with Cal. V-top. Sizes 34 to 44.

- Blue and Gold!
- Green and Rose!
- Green and Orchid!



Size
72x84!

January Sale Sensation!

Reversible Rayon Taffeta "Lustre-Puff" Comforts

\$3.98
Each

The filling is warmer than wool fillings the same weight and size—by actual test!

Here is the best comfort value we've ever offered! Grand for your own use, or for gifts! Lustre-Puff comforts get their name from their lustrous beauty and their feather weight that gives your bed toast-warmth for these cold January nights. All have corded edges. All in desired bedroom shades.

Rayon Faile Taffeta Comforts \$4.95

January Clearance! Wool-filled rayon faile taffeta comforts in 72x84-in. size. In 4 reversible color combinations!

Celanese Rayon Comforts . . \$6.95

January Clearance! Wool-filled celanese rayon taffeta comforts in 72x84-in. size. Several reversible color combinations.

—Downstairs at Ayres.

JANUARY SALE!

RAYON Remnants

39^c YARD

Remnants of rayon satins, rayon slipper satins, rayon jacquard satins, rayon plain taffetas and dobby taffetas. In lengths from 1 to 5 yards. Mostly in light shades. No pieces cut!

—Downstairs at Ayres.

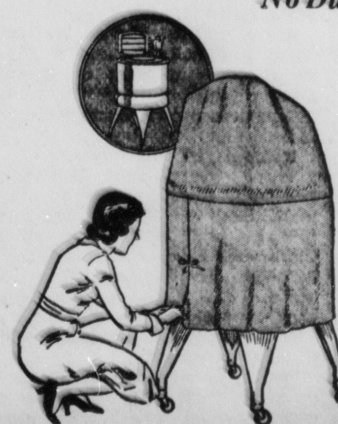
No Dust! No Dirt! A New Idea!

Washing Machine Covers

\$1.00
EACH

A novel idea, why someone hadn't thought of it before is beyond our knowledge, that will help keep dust and dirt off of the washing machine when not in use. A full size rubberized cover. Will fit most any standard size washer.

—Downstairs at Ayres.



The First Time at
Such a Low Price!
January Sale!

Ball Fringe Curtains

\$1.00
PAIR

Cream Color Pin Dot—
Big Ball Fringe Trim!

For the first time, that we know of, the January Sale brings you beautiful ball fringe curtains for only a dollar a pair! These come in a cream color pin dot pattern. Each curtain, 42x24 yards long! —Downstairs at Ayres.