

The "BUY WAY" of Indianapolis

AYRES A DOWNSTAIRS A STORE

★ (REGISTERED)



Special January Selling!

Full Length Zippers!
New Photographic Prints!
Hostess Coats

Special At— **\$1.39** EACH

Glamorous hostess coats, gored to fit your figure in graceful flowing lines. Two young princess models with full length zippers. Full sweep to the skirt, that makes your feet look tiny as a minute. In colorful photographic percale prints that are fast colors. Sizes 14 to 44.

Mail or Phone Your Order—Call RI. 9441?
 —Downstairs at Ayres.



JANUARY SALES!

Buy Them New School Dresses for the New Term at Marvelous Savings!

Girls' Print Dresses

Formerly Sold for \$1.15 Each!

88c EACH

These are all headline styles, reduced for this timely January Sale! Fast color prints in percales or plain colors with contrasting trims. Cute, straight line styles and zippy swing styles with gored skirts. Made with careful attention to dressmaking details. Buy three or four of these marvelous school dresses at this low price!

Sizes 7 to 12 and 10 to 16!

—Downstairs at Ayres.

AGAIN FRIDAY

We Offer Scores of Timely Bargains at Rock-Bottom Prices—In Our January

E. O. M.

★ (REGISTERED)

★ ★ Still plenty of E. O. M. Bargains left for Friday's selling. Our store-wide inventory takes place Monday Night... We want to reduce our stocks of odds and ends, broken size, color and pattern assortments, so that we won't have so many pieces to count! In all cases, these items have been subject to prior sale... and in all cases, the quantities are limited, the sizes broken, and the colors and patterns incomplete... but in every case the savings are tremendous! In some instances, a few of the items are special purchases, at greatly reduced prices!! No MAIL, PHONE, LAYAWAY or C. O. D. Orders on these E. O. M. Values!

Here Are a Few of the Remaining Values!

GIRLS' COATS OR SNOW SUITS, limited quantity	\$2.69
TOTS' 3-PC. COAT SET OR SNOW SUITS	\$1.99
TOTS' 2-PC. SNOW SUITS, 3-PC. COAT SETS	99c
CLEARANCE! BOYS' BETTER SCHOOL SHIRTS, plain colors	39c
WOMEN'S "REAL SILK" SILK SLIPS, sizes 40 to 44, substandards	\$1.00
RAYON TAFFETA SLIPS, sizes 34 to 44	88c
WOMEN'S PART-WOOL UNION SUITS, 36 to 44	69c
WOMEN'S RAYON UNDIES, some are seconds	22c
WOMEN'S RAYON UNDIES, medium sizes	19c
WOMEN'S COTTON KNITTED SLIPS, 40 to 46-inch length, seconds	45c

Special E. O. M. Purchase of a Manufacturer's Surplus Stock!

SALE! Women's FUR-TRIMMED COATS

Subject to Prior Sale! **\$6.95** Limit of 1 Coat to a Customer!

The most outstanding fur-trimmed winter coat values ever offered. Made to sell for \$13.95 or more. In black only, trimmed with black manchurian wolf (dog) collars. Sizes 14 to 44 in the group, not in each size.

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Final Clearance! Odds and Ends From Manufacturer's End-of-Season Stock!

E. O. M. Sale! WOMEN'S BETTER DRESSES

Subject to Prior Sale! **\$1.00** Sold for \$3.95 to \$7.95

Specially reduced for E. O. M. Final clearance of better dresses for street, for work, for daytime wear. A nice color and style assortment in the lot. For women, misses and juniors. Sizes 12 to 20, 38 to 44, not in every style.

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WOMEN'S FLANNELETTE PAJAMAS, 2-pc. style, 16 and 17	65c
LINGERIE RUMMAGE TABLE, CHEMISE, SLIPS, PETTISKIRTS, seconds	39c
WOMEN'S UNIFORMS, broken styles	\$1.00
WOMEN'S SLIDE SHOES, greatly reduced	\$1.00
WOMEN'S HOUSE SLIPPERS, broken sizes	39c
TOTS' HOUSE SLIPPERS, 1/2 OFF	50c
WOMEN'S FLANNEL SPORTS SKIRTS, plain colors	\$1.49
SPORTS WEAR RUMMAGE, SWEATERS, SHIRTS, etc.	25c
WOMEN'S BETTER FELT HATS, reduced for clearance	49c
WOMEN'S FUR-TRIMMED COATS, were \$19.75, now	\$13.59
WOMEN'S FUR-TRIMMED COATS, were \$39.75, now	\$28.79
WOMEN'S SPORTS COATS, were \$13.95, now	\$8.79
WOMEN'S SPORTS COATS, were \$16.75, now	\$10.39
FINAL CLEARANCE! ALL TYPES AND KINDS OF RUGS	Greatly Reduced
INLAID LINOLEUM PIECES, reduced more than 1/2	sq. yd., 69c
WASH GOODS, colors and white	yd., 10c
RAYON REMNANTS, dark colors only	yd., 10c
RAYON REMNANTS, RAYON CREPES, SATINS, TAFFETAS	yd., 19c
HOLLYWOOD RAYON GAUZE PANELS, sand, ecru or cream	each 39c
TAILORED PAIR CURTAINS, various lengths	pr., 39c
CURTAIN MARQUISSETTES, remnants, 40-inch and 50-inch wide	yd., 19c
MEN'S SHIRTS, 2 to a customer	2 for \$1.00
MEN'S PAJAMAS, 2 to a customer	2 for \$1.00

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Special January Selling!

Black or Navy

Fired with Red

A New Mid-Season Tonic—Sure to Catch on at This Special Price!

\$3.00 EACH

BLACK or NAVY FIRED with RED... the perfect pick-up for right now that women will wear right up to May! This color duet is refreshing and new in the 1938 manner. Note the pleat effect to the skirts, too, that's more fashion details you're going to hear a lot about, soon! You'll also find a nice collection of gay prints in sizes 14 to 20 and 38 to 44.

Sizes 12 to 20 in the Group!

—Downstairs at Ayres.

\$1.39 EACH

- Black
- Brown
- Dusty Rose
- Navy
- Wine
- Luggage
- Monterey Blue



Your Beauty Bonnet

With Captivating Veil

One of many stunning bonnets with veils that deceive any woman's age. Of felt, with flirtatious black veil, that adds no end of charm. You'll also find many other bonnets with or without veils, in our collection of soft, drapable felt. Headsizes 22 and 23.

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When the Weather Man Says Cold Weather Ahead—It's Time to Get Into Warm

Tuckstitch Panties and Vests

3 for \$1.00

Fraid of the cold weather? Not when you wear snug-fitting tuckstitch panties or vests. The vests are built-up shoulder style. The panties have flat elastic at waist and set-in gusset. Small, medium and large sizes. 35c each. Seconds.

TUCKSTITCH U. SUITS

Built-up shoulders, with side fastening, snug fitting at knee and set-in gusset. Small, medium, large sizes. 50c.

—Downstairs at Ayres.

