

ANNUAL

NOVEMBER SALE

AYRES DOWNSTAIRS STORE

★ Timely, Wanted Merchandise!
★ Ayres' Standard QUALITY!

★ Complete Assortments!
★ Lowest Possible Prices!

"Tops" in Quality, Fashion and Value—Priced Low!

Winter COATS

\$8.95



- Cut Fleeces!
- Reefers!
- Mixtures!
- Belted Models!
- Double Breasted!
- Green!
- Reversibles!
- Wine!
- Swaggers!
- Tweeds!
- Teal!
- Black!

NEW beautiful sports coats that offer a variety to please the smart taste of EVERY Indianapolis Woman! Flattering fashions with carefully tailored effects. Reefers, double-breasted, swaggers and belted styles in cut fleeces, tweeds, reversibles, mixtures and dress fabrics in such outstanding colors as Black, Teal, Wine. Sizes 11 to 17 and 12 to 20. The SAVINGS story is one you'll long remember when you see these COATS at \$8.95.

SIZES 11 to 17;
12 to 20, in the Group

—Downstairs at Ayres.



A Huge Variety to Choose From

Sale! New Felt HATS

88c

Smart new felt hats to give your new ensemble that "certain dash"—no matter what type of hat you have in mind, you'll be certain to find it in this outstanding November Sale at this special low price. Choose from turbans, casual brims, ribbon trims, veil trims, feather trims, metal trims, bretons, in black, brown, navy, green and wine. Head sizes 22 to 23. —Downstairs at Ayres.

Knit Underwear

Cotton Union Suits 39c Pr.
Medium, winter-weight rayon stripe cotton union suits, built-up shoulder, tight-knee style. Reinforced stride. Sizes 36 to 44. Stout sizes 50.

"Fruit" Undies 25c
Women's tuckstitch, snug-fitting pants and built-up shoulder-style vests of the famous "Fruit-of-the-Loom" quality. Sizes small, medium and large.

Cotton-Knit Slips 79c
Sample lot of cotton knit princess slips, with built-up shoulders. Floss finish at neck and arm holes. (Seconds.)

Rayon Combinations 59c
Women's rayon bemberg brassiere top combination suits with flare or bloomer knee. Side fastening. Sizes 32 to 44. (Seconds.)

Rayon Lingerie 50c
Plain or run-resist rayon briefs, stepins, panties, bloomers and vests featured at this November Sale price. Plain or elastic backs. Tailored hems. Tea Rose. Sizes 34 to 42.

Bodice-Top Chemise 49c
Women's bodice-top rayon chemise, flare at knee style. Set-in gusset. Sizes 34 to 42. (Seconds.)

Rayon Slips 69c
Women's bar stripe rayon slips, V-top, tailored and 4-gore styles with front panels. Sizes 32 to 44 in the group. (Seconds.)

Rayon Undies 6 for \$1
Plain and novelty weave rayon briefs, stepins, panties, bloomers and vests. Elastic at waist, tailored hem styles. Sizes 27 to 31. Tea Rose.

Wool Pants 3 for \$1
Wool tuck-stitch, snug-fitting pants with set-in gusset and luster waist. Built-up shoulder style vests. Sizes small, medium, large and extra-large.
Downstairs at Ayres.

INFANTS' WEAR

Infants' "Taylor" Made Shirts, warmly made double breasted shirts. Tie sides and neatly tailored. 4 for \$1.00

Infants' "Taylor" Made Cotton Knit Gowns, knit cotton, full cut for comfort, draw-string bottom and sleeves 49c

Infants' Cotton Training Panties, double knit and yoke front, close-fitting French leg 6 for \$1.00

Infants' Beacon Wrapping Blankets, warm fleece in pink, blue and white, slight irregulars 6 for \$1.00

Infants' Flannelette Gertrudes, neatly tailored gowns and kimonos in white, with pink and blue trim 6 for \$1.00

Infants' Bassinette Blankets, 27x36-inch size, of beacon cloth. Pink, blue, and white. Slight irregulars 4 for \$1.00

Infants' Part-Wool Blankets, Rayon satin bound blankets, dainty juvenile patterns. Part-wool. Pink and blue. Also pink and blue reversible blankets 94c

Infants' Quilted Pads, Size 17x18-inch quilted pads. November Sale Price 3 for 49c

Infants' Waterproof Pads, Sizes, 12x14-inch and 9x12-inch. Sani-sheet waterproof pads. November Sale Price 89c

Infants' Waterproof Sheets, Size 27x36-inch. Waterproof and sani-sheets. Price 89c

Infants' Muslin Crib Sheets—Size 42x64 inch. Fine quality muslin crib sheets. November Sale Price 49c

Infants' Pana Satin Comforts, Samples of better-type comforts—crib size—made of pana satin. November Sale Price \$1.89

Infants' Candlewick Spreads, Full crib size candlewick spreads in dainty pastel designs. November Sale Price 89c

Infants' Rayon Pillows, Rayon satin covered pillows. Kapok filled pillows. Pink and blue. November Sale Price 49c

Infants' Hand-made Dresses, Baby Boy and Baby Girl, dainty hand-made dresses. November Sale Price 3 for \$1.00

Infants' Gauze Diapers, Layette size. Irregulars of a well-known brand. November Sale Price \$1.00 Doz.

Infants' "Cannon" Diapers, Ideal for cold weather, night diapers are these "Cannon" knit diapers. Layette size. November Sale Price 89c Doz.

Infants' Birdseye Diapers, Size 27x27 inches. Birdseye or flannelette diapers. FIRST QUALITY. November Sale Price 89c Doz.

Infants' Maple-Finish Crib, Standard size. Satin smooth maple finish. 12-in. Decorated panel. Guaranteed safety drop side. Sturdy link spring. Easy roll rubber tire swivel wheels. November Sale Price \$7.99

Infants' Innerspring Mattress, Standard size. Sanitized, Germ-proof and odorless. Guaranteed not to sag. November Sale Price \$4.99

Spectacular Selling! New Fashions!

New DRESSES

2 for \$11.00

1 Dress \$6.45

Sizes 9 to 17; 12 to 20;
16½ to 24½; 38 to 44
and 46 to 52!

- Rayon Alpaca Crepes!
- Rayon Woolens!
- Bracelet Sleeves!
- Taffetas!
- Moires!
- Afternoon Dresses!
- Long Sleeves!
- Street Dresses!
- Sports Dresses!

This glorious collection of smart, new dresses features styles you can wear day-into-evening. Styles for Sports, for street, for office; for campus, for formal wear, for informal evenings, for dinner . . . If you don't desire TWO of these lovely dresses, then, bring a friend, and profit by this LOW price. Or you may buy one dress, inexpensively priced at \$6.45, and still gloat over the money saved.

—Downstairs at Ayres.



Women's Lingerie

Rayon Crepe Slips 88c
Women's well-wearing, pencil-stripe rayon crepe slips in Cal. V, tailored and 4-gore styles. Full-cut, well-made slips. Tea rose. Sizes 32 to 44.

Rayon Satin Slips \$1.69
Slight seconds of a nationally-advertised brand of rayon bemberg satin and rayon silk slips. Cal. V, lace or tailored styles in 4-gore and bias-cut styles. Tea-rose and white. Sizes 32 to 44.

Rayon Nighties \$1.74
Seconds and discontinued styles of women's better-type rayon crepe and satin nighties. Lace and tailored styles, some with collars. Sizes 34 to 38 in the group.
—Downstairs at Ayres.

"FRUIT of the LOOM" Lastex GIRDLES

88c

Popular, comfortable 2-way stretch lastex girdles and panty girdles featured in this NOVEMBER SALE at particular savings! Made of durable material that launders easily. Exceptional garments for the average figure. Small, Medium and Large Sizes.

"Fashion Hour" COMBINATIONS \$1.98

Comfort and perfect fit is the keynote of the smart new "Fashion Hour" Combinations. Made of pre-shrunk broadcloth, with self-material bust, strap front, laced-in back and built-up shoulder. Sizes 34 to 46. Excitingly LOW priced at \$1.98.

—Downstairs at Ayres.

Stock Up and Save Tomorrow

La Sayre

Substandards of

Sheer Chiffon STOCKINGS

49c PAIR

Women like to wear these smart La Sayre stockings because their beauty not only glorifies their legs but their money savings LOW price glorifies their budget! These stockings, which are our own brand of fine irregulars from a famous maker, are the popular, desired 4-thread weight, with the famous picot runtop and dainty picot top. You'll want not one but several pairs of these sheer, well-wearing stockings at this November Sale Price. Choose the smart new fall shades in sizes 8½ to 10½. —Downstairs at Ayres.



Choose From Our Entire Stock of

"CORLISS" Footwear

\$2.69 PAIR

"Corliss" Style!

"Corliss" Jr.!

"Corliss" Arch!

If you have never enjoyed the satisfaction and comfort of wearing smartly styled, well-wearing, easy-giving "Corliss" Shoes, be wise and take this opportunity to try them—if you have, and do wear these shoes then you'll be eager and happy to participate in this shoe event! All new fall styles in suede, patent, alligator calf and crushed kid, calfskin and kidskin leathers in pump, strap and oxford styles. Sizes 4 to 10, AAA to E widths.

—Downstairs at Ayres.

Time to Stock Up!

Discontinued Styles

"FRUIT of the LOOM" 80 Sq. Percale

DRESSES

74c

Now's the time to stock up on your house dresses from this grand group of discontinued styles of "Fruit of the Loom" 80 Sq. percale dresses. These dresses are guaranteed for workmanship and quality, also for color. The sizes and colors are broken, so shop early for best selection.



—Downstairs at Ayres.