

# AYRES DOWNSTAIRS STORE

## SAVE IN OUR JANUARY SALES!

### SAVE IN OUR ANNUAL INFANTS' Outfitting SALE



To Help You

Our salespeople are all graduates of the Institute of Mothercraft Education. For Your convenience and safety, a Graduate Nurse is in the department. Every Indianapolis woman knows how complete and convenient this big infants' department is to shop in... for quality and values at lower prices.

#### "Curity" Gauze Diapers \$1.79

Slight irregulars of guaranteed absorbent "Curity" Gauze Diapers. 21x40-inch size.

#### "BIRDSEYE" DIAPERS \$1.09 Doz.

Slight irregulars of Birdseye diapers. 27x27-inch size. Limited quantities.

#### FURNITURE and EQUIPMENT

- Infants' Bassinette, wicker style with folding legs. Ivory, pink or blue. Complete with waterproof mattress. \$4.50
- Infants' Play Yard, well constructed, wooden floor, standard size. \$4.25
- Infants' Play Yard Pad, reversible and waterproof. Red, blue or green novelty patterns. \$1.29
- Bottle Sterilizer, 8-bottle capacity, complete with rack. \$2.99

Our Annual January Infants' Sale brings a beautiful group of choice values! Quality apparel for that expected new arrival or the ones that have already greeted the new year. Big savings are yours when you shop in this large infants' department. You'll find every item to give proper care and comfort to that newest member of the family.

- Double-Breasted Tie-Side Shirts, cotton rayon stripe, layette sizes. \$2.50
- Cotton Shirts, double breasted, combed yarn, slipover. \$3 for \$1
- Infants' Flannelette Gowns, Gertrudes and Kimonos. \$1.50
- Cotton Gowns for infants, combed yarn, drawstring bottom. 2 for \$1
- Infants' Kimonos, Fine combed cotton, knit. Neatly tailored. 2 for \$1
- Infants' Training Panties, Swiss rib knit, double crotch, French leg. \$3 for \$1
- Infants' Bunting, beacon cloth with rayon satin trim. Pink, blue, white. \$4c
- Infants' Moccasins, hand crocheted in pink, blue or white, 2 prs. \$1
- Infants' Dress and Gertrude Set, handmade, embroidered top and bottom. \$1 Set
- Baby Dresses in fine quality batiste, hand embroidered, ribbon trim. \$3 for \$1
- Infants' Gertrudes, hand made and hand scalloped. 4 for \$1
- 27x36 Suede Fleece Crib Sheets, guaranteed waterproof. \$4c
- 18x18 Suede Fleece Bassinette Sheets, waterproof. \$1.50
- 36x54 Crib Sheets, waterproof rubber fleece, guaranteed. \$1.29
- 27x40 Cannon Knit Towels, double knit, shell stitch, cellophane wrapped. 2 for \$1
- 20x30-Inch Cannon Knit Towels. 3 for \$1
- 16x22 Cannon Knit Towels. \$1.50
- 20x30 Cannon Knit Towel, plus 2 8x9 Washcloths. \$4c Set
- 9x9 Cannon Knit Washcloths. 2 for 8c
- Infants' Crib Blankets, rayon satin bound irregulars of better blankets. \$7.50
- Infants' Novelty Blankets, Jacquard patterns, blue and pink rayon satin bound, 36x50. \$1.29
- Infants' Wool Blankets, 36x50 and 40x60 inches. Slight irregulars. \$1.99
- Infants' Quilted Pads, 15x17-inch, Cellophane wrapped. \$1.50
- 27x40-Inch Quilted Pads for infants. Cellophane wrapped. \$7c
- 34x52-Inch Quilted Pads for infants. \$1
- 42x75-Inch Muslin Crib Sheets, irregulars of Piquet quality, crib size. 2 for \$1
- 36x54 Muslin Crib Sheets, Heavy quality muslin. 3 for \$1
- Infants' Muslin Pillowcases, 28x21 inches. \$1.50
- Infants' Pillows, Kapok filled and rayon satin covered. 2 for \$1
- Infants' Beacon Blankets, heavy quality, 30x40-inch size. Pink or blue. 3 for \$1
- 36x50-Inch Crib Blankets, hemmed and stitched edge, some sateen bound. Irregulars. 2 for \$1

Our Big January SALE!

### Reversibles and SPORT COATS

Regular \$10.95 and \$12.95 Values

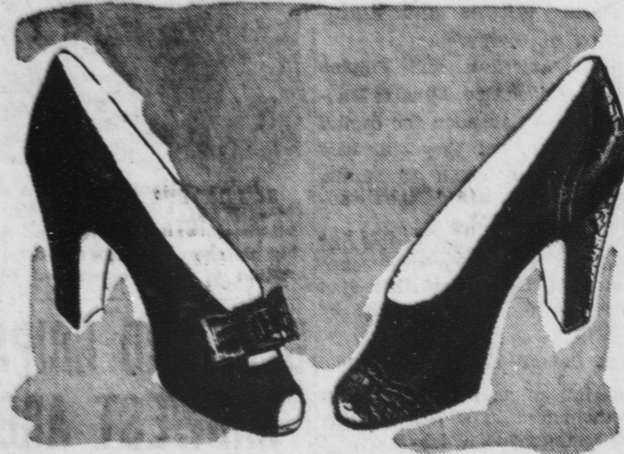
SALE PRICE **\$7.88**

Manufacturer's closeout of smart reversibles. Plus many lovely sport coats reduced from our own stock. Plaids, Tweeds, cavalry twills and Shetlands with reverse side of gabardine. Some with hoods and some with zipper closing. Sizes 9 to 17, 12 to 18.

Downstairs at Ayres.



### Suede SHOES



Reg. \$3 to \$5 American Girl and Betty Shaw Style Shoes

**\$1.89**

Black and brown suede shoes in discontinued styles. Pumps and oxfords. 4 1/2 to 9 in the group. AAA to B.

Reg. \$5 American Girl ARCH SHOES

**\$3.69**

Black and brown suede in pumps or ties. Cuban heels. Sizes 4 1/2 to 11.



\$4 and \$5 American Girl Betty Shaw Style Shoes

**\$2.89**

Just 291 pairs. Black, blue and brown, leather and gabardine pumps. Medium and high heels. 4 1/2 to 9 in the group.

125 Pairs Regular \$4 ARCH SHOES

Odd styles of Betty Shaw arch shoes in black or brown, Cuban heels, pumps and oxfords. Sizes 4 1/2 to 9 in the group. **\$2.89**

110 Pairs MEN'S OXFORDS (slight seconds) \$2.59

### 8,000 Slight Irregulars of "CANNON" TOWELS 10c-15c-19c-25c-29c-39c

A selected group of towels purchased months ago to insure this spectacular sale. Many qualities from the most expensive to popular priced towels. All are drastically reduced far below regular prices. Reversibles with colored borders, plaids, checks and stripes. Jacquard styles. From guest to large bath sizes. Six prices... a price for every one.

Downstairs at Ayres.

### A Big Annual Event!

A Maker's

Pre-Inventory Clearance!

### Men's OVERCOATS, TOPCOATS

SALE PRICED **\$11.88**

Months ago we planned this big sale with one of our large manufacturers. They made great efforts to co-operate with us and give us superior values to offer you. Now, in the face of rising prices, we are able to again bring you this annual sale of topcoats and overcoats. They are fine-quality fabrics, smart new styles in nice patterns and colors. Sizes 34 to 48. Be here at 9:30 sharp for better values.

- ★ Grays!
- ★ Tans!
- ★ Greens!
- ★ Browns!
- ★ Teal!
- ★ Nu Blue!
- ★ Oxford!
- ★ Fleeces!
- ★ Tweeds!
- ★ Herringbones!
- ★ Diagonals!
- ★ Mixtures!
- ★ Overplaids!
- ★ Navy Blue!
- ★ Balmacaans!
- ★ Double Breasted!
- ★ Raglan Shoulders!
- ★ Ulsters!
- ★ Single Breasted!
- ★ Half-Belt Styles!
- ★ Bal Military!

Use Our Convenient Layaway Plan

(Ask Your Salesperson)

Downstairs at Ayres.

### PRINTS

Highlight a Drab Winter Wardrobe and Go Well Into Spring

**\$3.00**

SIZES 14 to 20, 38 to 52!

Just a touch of excitement to your winter wardrobe, a dash of color to wash away winter wardrobe woes. Happy thought: They can be worn right into spring. Supple rayon French crepes in tailored or dressy types. Smart details, white pique collars, shirred pockets, several sleeve lengths. Predominating colors include Navy, Blue, Wine, Red and Green.

### BIG SAVINGS

### IN OUR JANUARY CLEARANCE OF Women's SPORTSWEAR

#### "Fruit of the Loom" BLOUSES

Long or short sleeve styles with convertible neckline. Colors in white, maize, beige and blue. Sizes 32 to 40 in the group. **\$1.49**

#### CORDUROY JUMPERS

Wide wale corduroy jumpers with large button trim, detachable bib trim. Red only. Broken sizes. **\$1.89**

#### Corduroy Basque SKIRTS

Fully cut, patch pockets, peasant braid on skirt and pockets. Red or soldier blue. Sizes 12 to 18 in the group. **\$2.49**

#### Corduroy Peasant PINAFORES

Peasant braid trim. Colors in soldier blue and red. Sizes 12 to 18 in the group. **\$2.88**

#### Boxy Cardigan SWEATERS

Boxy cardigans in baby blue, pine green, natural and red. Sizes 34 to 40 in the group. **\$2.00**

#### Boxy Slipon SWEATERS

All-wool boxy slipon sweaters with crew neckline. Colors in baby pink, baby blue, natural, maize and red. Sizes 34 to 40 in the group. **\$2.00**

#### "Ship 'n' Shore" BLOUSES

White cotton broadcloth with Barrymore or Peter Pan collars. Sizes 34 to 40. **\$1.19**