

HERE'S SENSATIONAL NEWS!

'Ayres' Downstairs Bought 1,100 More "Hot" New Dresses for Another...

HALF-PRICE DRESS SALE

STYLES FOR:

- Street Wear
- Sports Wear
- Business
- Afternoons
- Evening Wear



FASHIONS:

- Surplice Effects
- Two-Piece Styles
- Jacket Styles
- Long Puff Sleeves
- Short Puff Sleeves
- High Necklines
- Cowl Necklines
- Square Necklines
- V Necklines
- Metal Trimmings
- Button Trims
- Lingerie Trims
- Color Contrasts
- Fabric Contrasts
- Print-and-Plain

Our sale of dresses last week brought THE MOST ENTHUSIASMIC RESPONSE OF ANY DRESS SALE that all Indianapolis has seen IN OVER TWO YEARS! Assortments were quickly depleted! Therefore, our buyer immediately returned to New York for MORE DRESSES. They have just arrived . . . and we are "wild" about them! Smarter styles . . . plenty of the new "high shades" . . . same fine QUALITY . . . lots of large sizes . . . hundreds of styles! Including the 1,100 NEW dresses, there are OVER 1,700 to choose from at \$3 . . . all at HALF PRICE! For first choice, come at 9 tomorrow morning!

—Downstairs at Ayres, Where Fashions Are Less Expensive.

FINE FABRICS:

- Crinkle Crepes
- Rough Cantons
- Wool Crepes
- Ostrich Woolens
- Rabbit Woolens
- Novelty Knits



COLORS:

- BLACK
- NAVY BLUE
- MIDDY BLUE
- BRIGHT BLUE
- BROWNS
- WINE TONES
- GOLD
- GAY REDS
- RUSTIC GREEN
- BRIGHT GREEN

SIZES:

- 13 to 17 for Juniors
- 14 to 20 for Misses
- 36 to 50 for Women



SAMPLE SALE

900 New Winter Hats

... We "Coaxed" Them From a Designer Who Makes No Hats to Sell Under \$5 . . . Yet Tomorrow You Take Your Pick for—

Headsizes
21 1/2 to 24

\$1.00

Hold EVERTHING! For your own sake, PLEASE don't miss choosing at least one of these "gay little flatterers"! It's the most startling millinery event ever to come to this store . . . in which you ACTUALLY SAVE 80% of the regular price! You'll at once recognize the QUALITY and SMARTNESS that is apparent only in hats that sell for \$5 or more. Doors open at 9 A. M. for "first choosers"!

COLORS:

- Wine Reds
- Rustic Green
- New Grays
- Browns
- Black
- Navy Blue
- White
- Yellow
- Peach
- Light Blue
- Light Greens
- Ruby Red

STYLES:

- Tiny Sailors
- Chic Turbans
- Slope Brims
- "Shallows"
- Matron Types
- Veil Trims
- Metal Trims
- Bows, Ribbons, Tucks, Feathers

- Fur Felts
- Hatters Plush
- Rich Velvets
- Suede Felts
- Wool Crepes

Women's Silk-and-Wool Hose, Pr., 50¢

Substandards of "REAL SILK" silk-and-wool hose with seamed back, hemmed top; fully reinforced; sizes 8 1/2 to 10 1/2.

Outsize Wool-and-Rayon Hose . . . 50¢

Women's outsize hose that are warm and durable; first quality; sizes 9 1/2 to 10 1/2.

Washable Fabric Gloves . . . 39¢ & 59¢

Good quality gloves in wanted colors; sizes 6 to 8.

Infants' Warm Mittens . . . Pair, 10¢

In white, pink or blue.

Women's Yarn Gloves . . . Pair, 39¢

In small, medium and large sizes.

Men's Heavy Corduroy Slacks, \$2.49

Collegiate style, with wide bottoms; 5 colors; 28 to 34.

Men's Heavy Flannel Coats . . . \$4.95

Warm, blue flannel coats for hunters or out-door workers. In sizes 38 to 44.

Men's Silk-and-Wool Socks . . . Pair, 25¢

Medium and light weights; hemmed tops. Also cotton-and-wool with ribbed top; substandards; 10 to 12.

Men's Medium-Weight U'Suits . . . 69¢

Long or short sleeves; ankle length; sizes 36 to 46.

Men's Part-Wool Coat Sweaters, \$1.55

Heavy-rib sports coats in heather mixtures; also turtle neck sweaters in plain colors. Sizes 36 to 46.

Boys' Medium-Weight U'Suits . . . 59¢

Short sleeves, knee length; substandards; sizes 24 to 34.

Boys' Aviator Helmets . . . 59¢ and \$1

Leatherette with goggles at 59¢; All-Leather at \$1.

Warm, Part-Wool Blankets, Pr., \$1.39

Good, serviceable double blankets; 66x80 inches.

All-Wool Filled Comforts, Ea., \$2.98

Heavy sateen-covered comfort with all-wool filling; size 72x84 inches. Wonderful value.

Fine Part-Wool 72x84-In. Blankets

\$2.69
PAIR

—Downstairs at Ayres.

Children's All-Rubber Galoshes, Pr., \$1

Genuine Miller "Shu-Glow" galoshes—all rubber—with automatic slide fasteners; sizes 6 to 2; black or brown.

Boys' High-Top Boots, \$1.69 to \$3.25

Sturdy all-leather high boots with genuine Uskide soles; Goodyear welts, McKay sewn, or stitched soles. Sizes 10 to big boy size 6.

Girls' Wool Jersey Frocks . . . \$1.59

One and two-piece styles; greatly reduced. Sizes 7 to 14.

Girls' Warm Winter Coats . . . \$5.98

Heavy chinchillas, novelty tweeds, and wool fleece fabrics; smart new styles; wanted colors. Sizes 7 to 14.

Girls' Heavy Coat Sweaters . . . \$1.98

Big, all-wool coat sweaters of heavy quality; sizes 7 to 14; in red, brown, green, tan or navy.

Infants' Wool Sweater Sets . . . \$1.98

Brushed wool sets consisting of sweater, leggings and cap.

Children's Suede Cloth Helmets . . . 39¢

Small and medium helmets of warm suede cloth.

Children's Outing Sleepers . . . 59¢

Warm cotton outing flannel sleepers or pajamas; 2 to 6.

Brother and Sister Suits . . . Each, \$1

All-wool jersey two-piece suits for either little boys or little girls. Sizes 2 to 6.

Children's Taped Union Suits . . . 89¢

"E-Z" brand union suits—part wool, with rayon stripe. Wanted styles; in sizes 2 to 12 years.

Children's Cotton Union Suits . . . 50¢

Winter weight cotton ribbed suits; 2 to 12.

Women's Cotton Union Suits . . . 50¢

Rib knit union suits; white or tinted; sleeveless, low neck; knee length. Sizes 36 to 52.

Women's Better Union Suits . . . 65¢

Cotton ribbed suits or heavier quality; 34 to 50.

Women's First Quality Rubber Galoshes

\$1.00
PAIR

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First quality, all-rubber galoshes, from famous makers; in black, gray, brown or tan; high or Cuban heels. Sizes 3 to 10.

—GALOSHES AT 89¢—All-rubber or with cloth tops; automatic or snap fasteners. Also cloth top galoshes at 59¢.

—Downstairs at Ayres.

AYRES' DOWNSTAIRS STORE