

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

\$3.00

Our sale of dresses last week brought THE MOST ENTHUSIASTIC 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
- MIDY 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—

Head sizes
21½ to 24

\$1.00

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

Hold EVERYTHING! 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

Children's All-Rubber Galoshes, Pr., \$1
Genuine Miller "Shu-Glov" 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... 39c
Small and medium helmets of warm suede cloth.

Children's Outing Sleepers... 59c
Warm cotton outing 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... 89c
"E-Z" brand union suits—part wool, with rayon stripe. Wanted styles; in sizes 2 to 12 years.

Children's Cotton Union Suits... 50c
Winter weight cotton ribbed suits; 2 to 12.

Women's Cotton Union Suits... 50c
Rib knit union suits; white or tinted; sleeveless, low neck; knee length. Sizes 36 to 52.

Women's Better Union Suits... 65c
Cotton ribbed suits or heavier quality; 34 to 50.

Women's First Quality Rubber Galoshes

First quality, all-rubber galoshes, from famous makers; in black, gray, brown or tan; high or Cuban heels. Sizes 3 to 10.
GALOSHES AT 89c—All-rubber or with cloth tops; automatic or snap fasteners. Also cloth top galoshes at 59c.

—Downstairs at Ayres.

Women's Silk-and-Wool Hose, Pr., 50c

Substandards of "REAL SILK" silk-and-wool hose with seamed back, hemmed top; fully reinforced; sizes 8½ to 10½.

Outside Wool-and-Rayon Hose... 50c

Women's outside hose that are warm and durable; first quality; sizes 9½ to 10½.

Washable Fabric Gloves... 39c & 59c

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

Infants' Warm Mittens... Pair, 10c

In white, pink or blue.

Women's Yarn Gloves... Pair, 39c

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 28 to 44.

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

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

Men's Medium-Weight U'Suits... 69c

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... 59c

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

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

Leatherette with goggles at 59c;—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

For Friday we offer our fine "Lucerne" first quality blankets at a very special price! They are big, heavy, and warm part-wool blankets that weigh 4½ pounds to the pair. Pretty plaid designs in rose, blue, tan, orchid or green.

—Downstairs at Ayres.

AYRES' DOWNSTAIRS STORE