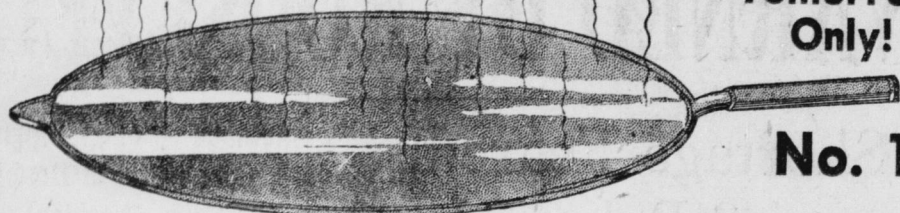


The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

(★ REGISTERED)

FEBRUARY S-I-Z-Z-L-E-R



A Value So
HOT That We
Can Offer
It for
**Tomorrow
Only!**

No. 1

Our Entire Stock of \$1.45 "Belnord" Shirts

With the **NON-WILT** Collar

Tomorrow only—we crack down the price on our regular \$1.45 Belnord shirts to \$1.19. You'll find these are quality shirts made from the very best of pre-shrunk broadcloths. Plain whites and fancy patterns in many smart colors. Sizes 13½ to 17 in the group.

—Downstairs at Ayres.

\$1.19
EACH

New Redingote DRESSES

In Navy Blue—Designed for Now and for Active Service in the Spring!

\$6.98

and

\$7.98

SIZES:

14 to 20
13 to 19
38 to 50
16½ to 24½

Midseason into spring... we suggest these redingote dresses in navy blue. Perennial favorites because practicality is in every line. For now, wear the bright, gay print dress under your dark fur coat. Later, when warm spring weather is at hand, wear the redingote and print dress without any coat at all. As usual we're ready with a complete size and style selection, NOW, ahead of the first robin.

C. A size 16. With the new pleated sleeves. Note pleating on redingote... \$6.98

—Downstairs at Ayres.

Sketched:

A. A size 20½. The print dress is also on a navy ground. Only \$7.98.

B. A size 13. Note the very smart length and the dashing print dress... \$6.98

A. The Reefer suit of navy blue. The very military reefer coat is lined with Earl-Glo. This is a size 12 at... \$11.00

B. Mannish Topcoat 3-Pc. Suit of gray check mixtures. The coat to the suit is single breasted, lined with Earl-Glo. A size 13 at... \$16.75

C. Man-tailored suit—tailored exactly like men's fine clothing. Coat is a pleated back. A size 18 at... \$11.00

D. The fur-trimmed suit in navy blue, very feminine and flattering. The coat is finger-tip length. Size 13... \$13.95

E. The ¾ length swagger suit in a brown check with a collar that's very unusual. Note button trim. Size 11 at... \$13.95



—Downstairs
at Ayres
Where Fashions
Are Less
Expensive!

Please Be SUIT-ED

Tomorrow We Present an All-Star Line-Up
of Spring Suits With the NEW MANNISH
Broad - Shouldered — Courageous Silhouette

\$11 \$13.95 \$16.75

Here we present what we believe to be the five types of suits that will lead the spring parade. Every one distinguished by fabric and color smartness—by meticulous tailoring—by the new mannish broad, square shoulders and straight slim skirt. These are beautiful new suits that give you a choice for all occasions. Perfect under your fur or sports coat now... and really indispensable all through the spring. So SUIT yourself! Sizes for women, misses and the junior-miss. Sizes 13 to 19 and 14 to 20.

Use Our EASTER Layaway Plan—

And buy your suit tomorrow. The usual small down payment. Balance to be paid in equal payments by April 11th.

Final Clearance Sale! Men's Overcoats

in Smart Patterns and Warm, Serviceable Fabrics!

\$10

You're bound to like these coats as well as the extremely low price. Well tailored, smart patterns in grays, blues, browns, tans and mixtures. Heavy warm fabrics that will give you all the service you need this year and next year, too. Half-belted models for men and young men.

Checks Tans
Greys Blues
Mixtures Browns
Half Belted Styles!
Sizes for All Men!

—Downstairs at Ayres.

Crepes
Taffetas
Petersham
Rough
Straws
Straw
Combina-
tions
Black
Brown
Navy



Now Ready! All the New
'Mid-Season Hats

\$1.98
EACH

New for the 'mid-season into spring! These are the very latest styles in navy, black or brown. The fabrics of petersham, crepe, stitched taffeta, rough straw and straw combinations are now being featured in the latest fashion reports. You'll find brims of all descriptions, little turbans and beret effects in the collection. Choose yours tomorrow!

—Downstairs at Ayres.

For Wear With Your New Suit or Dress!

Women's Pure SILK SLIPS

This slip has every feature you demand for service and beauty. The pure silk crepe is of serviceable quality with panel front. Lace trimmed or tailored styles with California V or straight tops. Sizes 34 to 44. Tearose.

\$1.59
EACH

—Downstairs at Ayres.

IT Pays to Buy Quality Hose!

Irregulars of

REAL SILK DeLuxe Chiffon Hose

Real Silk DeLuxe Chiffon hose give the average woman more than ordinary service and they're beautifully sheer and clear. They're also protected at all danger points by those 10 valiant guardsmen. In all the smart winter shades. Sizes 8½ to 10½.

69c
PAIR

Please, No Mail or Phone Orders!



Wider and Wider—Smarter
and Smarter Grow the Straps on

"Corliss" Shoes

Navy Kid
Black Kid
Brown Kid
Black Patent
\$2.99
PAIR

Wide straps with big buckles are in for a big fashion season this spring. We predict this wide one-strap Corliss shoe in choice of black, blue or brown kid and black patent to be the tops and is featured in the latest spring footwear news as perfect companions for your suit or softly feminine dress. Sizes 3 to 8, widths AAA to E.

—Downstairs at Ayres.