

# 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 13 1/2 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  
16 1/2 to 24 1/2

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 20. 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



## Final Clearance Sale! Men's Overcoats

in Smart Patterns  
and Warm, Serv-  
iceable 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  
Grays Blues  
Mixtures Browns  
Half Belted Styles!  
Sizes for All Men!

—Downstairs at Ayres.

Crepes  
Taffetas  
Petersham  
Rough  
Straws  
Straw  
Combinations  
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.



Now Ready! All the New  
'Mid-Season Hats  
\$1.98  
EACH

## 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

69c  
PAIR

Real Silk De Luxe 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 guards. In all the smart winter shades. Sizes 8 1/2 to 10 1/2.

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 B.

—Downstairs at Ayres.



## 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.