

The "BUY WAY" OF INDIANAPOLIS[®] AYRES A DOWNSTAIRS A STORE

Tomorrow! A Refreshing New Collection of

Betty Shaw Dresses

Three more months of winter, but don't let that get you down. Pep up your spirits and your wardrobe with a refreshing new Betty Shaw. Exclusive, distinctive styles, found only in Ayres Downstairs Store. We show you here three chic examples from a thrilling collection of styles for women, misses and the woman who wears a half-size.

\$6.98

Never More—
Never Less—



A Drape Twist
Front Neckline
IN PRINT

\$6.98

This Betty Shaw print in sizes 14 to 20 gets you into print way in advance of the spring season. The drape twist neckline with roll trim of orange crepe is very new and smart.

The Latest in
a Schiffli Lacy
Pattern on Gamsa

\$6.98

A one-piece Betty Shaw developed in an all-over schiffli lacy pattern on gamsa. Short full sleeves, low V neck with pleated lace edging. In navy with white or black with white. Sizes 12 to 20.

A Chiffon Top
Shirtmaker in
a Half-Size

\$6.98

A chic half-size Betty Shaw in sizes 18½ to 24½. This comes in navy blue or black. The skirt is a gamsa crepe with chiffon top edged in white braid at neckline and sleeve. Pleated front.

Choose Your Hose for Quality—
For Beauty, For Service—Choose

REAL SILK DeLuxe Chiffon Hose

69c PAIR

(Substandards)

It pays to buy Real Silk DeLuxe Chiffon stockings . . . that's what women are finding out 365 days every year! For beauty, for service, for smart "go-with" colors Real Silk are your best bet. They're protected by the 10 guardsmen at every point of wear . . . they're pure silk from top to toe, and they're wonderfully sheer. In sizes 8½ to 10½.

No Mail or Phone Orders!

—Downstairs at Ayres.

JANUARY SALE! Sports and Utility Coats

Two Great Groups—
At a Bargain Price!

\$15.88



Group No. 1 includes our famous "Rain-r-Shine" twisted boucle tweeds in swagger or fitted styles. Browns, blues and grey mixtures. Sizes 12 to 26 in this group. Group No. 2 includes Barbour fleeces and knitted fleeces in a big choice of colors, military, swagger, wrap-around and fitted styles. Sizes 11 to 19 and 12 to 26 in the group.

Greys
Browns
Blues
Greens
Oxfords
Mixtures
Swaggers

Wraparounds
Reefers
Fitted Styles
Fleeces
Buckles
Alpacas
Knitted Fleeces

—Downstairs at Ayres.

Manufacturer's Close-Out Sale!

Brand New Mid-Season Hat Fashions



\$1.39

EACH

• Black • Brown • Plain Colors
• Petershams • Pedalines
• Straw Bandings • Straw Combinations

From now on you'll be wearing hats that are smaller, more cleverly manipulated and styled. You'll want one of these smart new hats for your black and white dresses, your prints and your fur coats. We purchased these hats at great reductions, and pass this same savings along to you. Headsizes, 22 and 23.

—Downstairs at Ayres.

More and More American Women
Are Wearing These Comfortable

American Girl SHOES

\$4.95

PAIR

... and Rightly So . . . for They
Combine Beautiful Styling With the
Most Modern Foot Comfort Features!



American Girl shoes are first choicers . . . because they offer women more styling, and bring new ease and grace to walking. Our mid-winter selection is at its peak right now, and you're sure to find just what you have in mind for your new print, navy or black dress. Sizes 3½ to 9, widths, AAAA to EEE!

—Downstairs at Ayres.

Tomorrow at 9:30! A SALE of 1400 Pairs

MEN'S REAL SILK SOCKS

JANUARY SALE!

Men's All-Wool

Suits or Overcoats

At a Decided Saving!

\$14.95 (Or 2
for \$28)
EACH



MEN! Here's a value-giving event that you won't pass up! Here's a clearance that offers you two low bargain prices on a smartly tailored SUIT or a heavy, warm wool OVERCOAT . . . and they come in the colors and patterns you can wear the year around. Single or double breasted style suits, full or half-belted style overcoats. Sizes for men and young men in regulars, stouts, slims and shorts!

Fleeces
Meltons
Curls
Llama
Mixtures
Alpacas
Sports Backs
Single or
Double
Breasted

Special Sale! Men's Fur Felt Hats . . . (Snap Brim Style) . . . \$1.98

—Downstairs at Ayres.

Calling All Men! The New Year Brings
You a Sale of Our Famous "Real Silk"
Substandards—in 2 Important Groups—

And at One Sensational Low Price!

4 Pairs \$1.00

Group No. 1—

Substandards of fine gauge plain and patterned Real Silk lisle socks. These colors come in the popular heather mixtures, also grey and brown heathers. Stock up on socks for months to come, because a sale on men's Real Silk substandards breaks only once in a blue moon. Limited quantity!

Sizes 10 to 13!

Group No. 2—

Substandards of fine grade wool-mixed Real Silk socks. These wool-mixed socks come in plain heather patterns or fancy clock patterns in heather mixtures. Men! Here are the socks you'll want to wear from now till spring, so stock up! The quantity is limited, so the "early bird" will get the best selection of colors and patterns.

Sizes 10 to 13!

NO MAIL or PHONE ORDERS!

—Downstairs at Ayres.