

to Ayres Downstairs for

Beautiful New Upholstered Furniture



Heavy sheer frock in spring blue; has three-quarter sleeve jacket. A frilly, ruffle-edged jabot adds a feminine touch. Size 18.

This smart ensemble consists of a beautiful printed crepe dress with organdy flower trim . . . and a substantial wool crepe coat; size 38.

A gorgeous all-over lace frock in beige; has matching jacket with beautifully flowing sleeves. Good quality rayon underslip; size 42.

Corded crepe ensemble whose vertical stripes are quite slenderizing; note the mannish-cut of the jacket! White scarf; size 20½.

It's Their Good-Fitting Qualities—as Well as Their Smart Fashions—That Makes These

Women's Dresses

...Such Outstanding Values at

\$7.95

- Heavy Sheers
- Rough Crepes
- New Spring Prints
- Print Combinations
- All-Over Lace

Ayres Downstairs Store fully understands the problems of mature women—many of whom are not as slender as they once were! We know just the types of dresses that are most slenderizing . . . and most becoming . . . and FASHIONABLE! In this selected assortment there are frocks with new and beautiful jackets—ensembles consisting of printed dress and wool swagger coat—new versions of the surplice closing—lace ensembles—plenty of the darker colors! In sizes 18 to 20—16½ to 26½—38 to 48!

—Downstairs at Ayres.

This "KABO" Girdle-Brassiere

Makes Larger Figures Look Slender!

\$3.50

A really fine garment—but SO inexpensive! And you'll be delighted with the way it moulds your figure into smooth flowing lines. Of figured novelty cloth—with bust sections of tricot. Odd and even sizes.

If You Are Slender Try Our Kabo-Elle **\$2.00**

Kabo-Elle is a wispy bit of lace that gives "just enough" support to slender figures. Very popular! —Downstairs at Ayres.



Smartly Fashionable Matron Hats

\$1.98

Hats that are fashionable to the last degree . . . yet conservative enough to appeal to the mature woman! Tricorne turbans, narrow brims, medium brims, and modified sailors. In the new fabric-like straws, lace straws, and rough straws. All headsizes. Plenty of black, navy, beige and grey.

—Downstairs at Ayres.

For Beauty and Comfort, Wear

American Girl SILHOU-WELT SHOES

\$4.95 PAIR

More than an arch support shoe! More than a style shoe! American Girl "Silhou-Welt" Shoes combine the best qualities of both! Choice of perforated oxfords and straps, pumps and stepin pumps, smart new ties. In blue, black, white, brown or beige. Sizes 3 to 9—AAAA to C.

7 POINTS OF SUPERIORITY

- 1—Combines the lightness and flexibility of an evening slipper with the comfort and wearing qualities of a walking shoe.
- 2—Daintiness of the SILHOU-WELT now provides the widest assortment of styles.
- 3—Built-in arch gives proper support to the foot with ample freedom for muscles.
- 4—Original construction provides greater flexibility and comfort.
- 5—All American Girl SILHOU-WELT Shoes are made on combination lasts with built-in steel shank.
- 6—No stitching on inner sole. No burning of feet.
- 7—American Girl SILHOU-WELT Shoes can be resoled without losing their shape.

—Downstairs at Ayres.



With QUALITY Built Through and Through!

Every piece of our upholstered living room furniture comes from an Indianapolis manufacturer—known from coast to coast for the good, honest QUALITY that is built into his product! Every piece is built to ENDURE! See the photograph to the right. Note the solid HARD WOOD FRAME—with wood used where other makers use cardboard! Note the burlap-enclosed spring unit in seat-cushion and back. Note the THICK layer of first grade linter cotton on each side of springs . . . and the moth-resisting seaweed stuffing in the back. You can sit on the arms—stand on them—JUMP on them without damage to the frame! Truly, this is QUALITY furniture!



\$5 DOWN Delivers This

2-Piece Living Room Suite

\$49.50

Big, Comfortable Lounge Chairs **\$13.95 to \$24.95**

Wing-back chairs—attached cushion-back chairs—roll-back chairs—and low, comfortable English lounge chairs! A wonderful assortment to choose from—in velour and tapestry coverings. Now is your opportunity to buy that odd chair you've been wanting!

Dining Room Suites \$59.50
Bedroom Suites \$34.50

—Downstairs at Ayres.

Is it hard to believe that a suite at this price could have all the quality features described above? See it tomorrow and you WILL believe! And it is just as BEAUTIFUL as it is sturdy! Covered with a durable, good looking monotone tapestry in attractive green. Several other coverings to choose from—both tapestry and velour—in various colorings. A wonderful value!

Other 2-Piece Suites, \$59.50, \$69.50

—Downstairs at Ayres.



\$1 Down Delivers One of These Beautiful New American Oriental Rugs

9x12 Size

\$21.95

These are really fine rugs—ALL WOOL—heavy quality—with colors woven through to the back—and with deep, luxurious pile that CAN NOT BE PULLED OUT! Every rug has the new "Lay-Flex" back which permanently prevents rug from curling and slipping on polished floors. Beautiful Persian designs in rich colorings. Some are slightly irregular. Other sizes:

8.3x10.6 \$21.95

6x9 \$14.95

27x54 \$25.50

—Downstairs at Ayres.

New Sunfast Grelonne

19c Yd.

Good assortments of brand new, Spring 1933 patterns and colorings. Suitable for summer drapes, cushion tops, etc.

50-Inch Marquisette

10c Yd.

Full bolts of lovely quality marquisette—in ecru color; first quality. Buy all you want—no limit!

Glazed Chintz Over-Drapes

\$1.98 Pr.

Pinch-pleated and ready to hang! In a choice of several smart designs and colorings. Made of 50-inch material.

New Glass Curtains

59c Each

Choice of either shadow nets or French marquisette; neatly tailored, with three-inch hems. In ecru color.

—Downstairs at Ayres.

AYRES' DOWNSTAIRS STORE