

You Get ALL You Pay for...Downstairs at Ayres

... Enduring Quality—Smart Fashion—Full Assortments—Honest Value!

When You Buy Irregulars of Our

DeLuxe

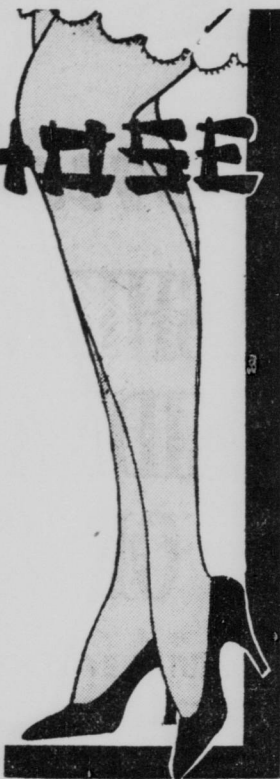
REAL SILK HOSE

You Get the Same Sturdy
Quality Found in "FIRSTS"
... for Two-Thirds Less!

60¢ Pair

The same sturdy quality as in "Firsts" because they are made from the freshest silks obtainable. Made by the latest and newest methods of manufacturing. Made with an eye toward current fashion trends, this gives you all the newest shades. Made with a patented feature... the 10 guards that protects them at each danger point. (We call them the 10 Beauty Guards). Made sheer and fine and dainty. Made in all sizes.

—DOWNSTAIRS AT AYRES.



SMART but Thrifty men and women are coming to Ayres Downstairs Store more and more, because they know where to find "Up-to-the-Minute" fashions in wearables for themselves and their children, and the newest things for the home.

Smart but Thrifty Men and Women come to Ayres Downstairs Store because they can depend upon the ENDURING QUALITY of the merchandise they purchase, whether it be a spool of thread or a handsome Bedroom Suite. It's always been our policy to sell the finest merchandise we can buy at the lowest possible prices... and we will never depart from this golden rule.

Smart but Thrifty Men and Women come to Ayres Downstairs Store because they know they can find complete assortments of any thing they want at a price they can afford to pay. Come on down tomorrow and visit this great store within a store and see why we can say "YOU GET ALL YOU PAY FOR..."

**Downstairs at Ayres—A Complete
Department Store on One Floor—
for Home and Family!**

"No. 5 Cloth" Rayon Undies

*Don't Sag or Stretch—and
Goodness, How They Wear!*

69¢

- Chemise
- Panties
- Bloomers
- Vests
- Stepins



Women come in and ask for No. 5 cloth Rayon Undies... there are reasons why... here they are. Available only at Ayres Downstairs Store. Knit from the strongest yarn made, this gives the "WEAR" and "RUN-RESISTING" qualities to rayon. Made from pure dye rayon. No shrinking or sagging. Every garment is reinforced at points of wear. High quality elastic used and has an EXTRA LONG LIFE. All seams are BARTACKED to insure them against pulling apart from strain. Colors are flesh and tearose. Sizes from 34 to 42. Come in and see them, feel them and be convinced they are all that we say they are.

—DOWNSTAIRS AT AYRES.



Fur, Fabric and Color Combine to Present a Picture of Luxury! Warm Winter Coats

Every miss, matron and petite woman will revel in the magnificent choice of these new coat fashions with the spirit of chic upon them. This grand array contains the answer to your every need for every occasion. Fashioned in the 1890 manner but in a 1933 way. They show amazing ingenuity in the variety and use of the fur... both long haired and flat, and the furs are fine, soft and sleek. The fabrics are smooth or nubby and are each a distinctive fashion success. The colours are rich fashionable browns or sophisticated blacks. Sizes for women and misses.

*Exceptional Quality
—Specially Priced!*

\$24.75

—DOWNSTAIRS AT AYRES.



WE "Glorify" the SMOCK ... and Make It a Thing of Beauty and Fashion!

\$1.59

Smocks are coming onto the fashion horizon and are being recognized as an essential part of a wardrobe. We are proud to present these 2 new members of the smock family, "The Puritan," "The Shirtwaist." We know they will meet with instant success because they are well made from fine quality broadcloth. They have high necklines, use metal buttons and buckles and straight skirts. In green, white, blue, tan. Sizes from 14 to 20.

—DOWNSTAIRS AT AYRES.



There's a Size and Style for Nearly Every Woman in These Smart Street Frocks

If you're the kind of a woman who likes to be a "step ahead" in fashion for general daytime wear, then this grand array of dresses contains the answer to your needs. TRAVEL CREPES in gay prints, diagonal prints and checks. FLAT CREPES in black and other dark colors. WOOL JERSEYS in plain colors. Surplice styles. High necklines and wide shoulder effects. "Be 'seem' ya," early tomorrow morning!

*Very Special Values
at This Low Price!*

\$3.00

Sizes 14 to 52

—DOWNSTAIRS AT AYRES.

Tomorrow We Introduce "Peter-Pan" Percales In 30 PLAIN COLORS

Peter Pan percales are going to create a furore in Indianapolis because of the unusual features of this cloth.

1. Absolutely tubfast.
2. Several shades of each color, this gives you a wide selection.
3. Colors never change. Materials may be purchased in small quantities over a long period of time, and will always match.
4. You may purchase any length desired, large or small.
5. Host of uses! For dresses, quilts, drapes or furniture covers.

**25¢
YARD**

—DOWNSTAIRS AT AYRES.

The Well Dressed Woman Needs Shoes to Match Every Costume!



This year fashion designs "Cor-liss" Shoes with definite costumes in mind... and we offer these "Fashions for Feet" at a budget price... low enough for you to have several pairs. Made from quality leathers and by expert workmen to insure comfort and fit. Every pair "Keyed to Fashion." Calf, kid or patent and smart two-leather combinations. Pumps or oxfords, straps or ties.

**\$3.95
PAIR**

—DOWNSTAIRS AT AYRES.

Perhaps You Know a Baby Who Would Like This Dandy 46-Piece Layette

Other Baby-Day Values

INFANTS' EMBROIDERED hand made dresses, well made from very fine materials... \$1.19
INFANTS' BUNTINGS, white with pink or blue trimming, warm, serviceable and good looking... \$1.19
WOOL SHAWLS, or wool and rayon shawls. Some fringed, in pink, blue and white... \$1.19
LARGE WRAPPING blankets, part wool, serviceable and very warm. Individually boxed... \$1.19
QUILTED PADS for baby's bed. Good large size, made from high grade materials... \$1.19

SLIPOVER SWEATERS, white, pink or blue. Warm as toast on cold days. Fine materials... \$1.19
WRAPPING BLANKETS, applique trimmed, pink or blue combined with white. Warm and serviceable... \$1.19
CHINCHILLA BERTS for baby, white, pink or blue. Babies know their hat fashions, too... \$1.19
OUTING GOWNS, kimono or gertrudes, each cellophane wrapped to insure their newness... \$1.19
RECEIVING BLANKETS or wrapping blankets in pink, blue and white combinations. Good size... \$1.19

—DOWNSTAIRS AT AYRES.

- 3 Shirts
- 3 Bands
- 24 Diapers
- 2 Gowns
- 2 Kimonos
- 2 Slips

- 3 Pair Hose
- 1 Sweater
- 1 Cap
- 2 Blankets
- 1 Rubber Sheet
- 2 Dresses

Complete for

\$9.00

Thursday Only!

If you have a brand new baby... or are expecting one it will pay you to buy this serviceable layette or other needs for baby. You get the finest possible quality at the lowest possible prices.



AYRES ★ DOWNSTAIRS ★ STORE