

It's "Spring Fashion Week" 

New, Modern, Streamlined Dresses

Brand New Fashions... Just Arrived... As Sleek and Slim and Swift as An Arrow... With Details from the Middle Ages!



Off-the-face styles
Breton Sailors
Shovel Brims
Watteau Brims
Wide Brims
Matron Styles

New Off-the-Face Hats

WITH A HAPPY, CAREFREE LOOK

Bare your brow... says fashion. Come to Ayres Downstairs for that smart off-the-face style. It has verve and irresistible charm. Push it back on the head... it'll look ingeniously young... but don't be deceived, you never before looked more alluring. It comes in all headsizes and most every color to match your spring costume. And if you're not the "baby face" type we've other flattering styles just as enchanting.

—Downstairs At Ayres.



Black
Beige
Green
Brown
Navy
Powder Blue
Wedgewood Blue
Gray
White

SPECIAL
for Friday

\$1.00

Pre-Easter SALE!



Silk Undies

\$1.84

Slips
Gowns
Dance Sets

Panties
Petticoats \$1.34

Ayres Downstairs Store presents the complete Undie story for your private life, in two low price groups... at huge savings. Every garment is made of pure silk crepe, the likes of which we've never seen before for these prices. The tailoring and style of each garment is superb... and the laces are so frothy and utterly feminine they'll take your breath away. You'll find your size in blush rose or white from some 2,400 fresh, new garments.

SLIPS, have California or straight lace or tailored top. Sizes 34 to 44..... \$1.84
DANCE SETS, have fitted bandeaux. The panties are lace trimmed or tailored. Sizes 32 to 36..... \$1.84
GOWNS, have V-necks, lace or tailored trimmed. Tie at waist and full cut, sizes 15 to 17..... \$1.84
CHEMISE, have V or straight lace top. Tie at waist. Sizes 34 to 44..... \$1.84
PAJAMAS, have V-neck, lace trimmed in one-piece styles. Ribbon tie at the waist. Blush rose only. Sizes 15 to 17..... \$1.84
PANTIES, are smartly tailored and lace trimmed. Fitted at waist. Sizes 18 to 21..... \$1.84
PETTICOATS, are tailored or lace trimmed at hem. Side fastenings. Sizes 30 to 32..... \$1.84
—Downstairs At Ayres.

—Downstairs At Ayres.

No. 5 Cloth Rayon Undies

69c

No. 5 cloth undies are famous throughout Indianapolis for their lasting beauty and long service. They have bar tacked seams, elastic at waist and hems. A size for every woman from 34 to 40.

—Downstairs At Ayres.

Panties
Vests
Stepins

Bloomers
Chemise

New Spring Shoes

Priced So You Can Afford a Different Pair for Each Costume!



\$2.95 Pair

Style and low price join hands to give smart but thrifty women a chance to satisfy their fashion sense. These shoes are built according to our own specifications... for style, for comfort, for quality and fit. They have the new streamlines that spring 1934 demands. You may choose yours for each definite costume from a grand assortment of all the smartest styles.

Pumps
Steppin Pumps
Straps
Ties
Oxfords

Kid
Patent
Rough Leathers
Blacks, Browns
Blues, Grays

—Downstairs At Ayres.

Tomorrow and Saturday!

Demonstration

of KABO

Foundation Garments

By Miss E. A. Swanson
Expert Corsetiere from KABO



Miss Swanson will be in our Downstairs Store Corset department all day long to answer any of your questions about your FIGURE. She will show you and tell you how to achieve that sleek, modern streamline silhouette that this new age demands. No obligation whatsoever.

NOTE: The Garment pictured here is the new KABO-Ette made of "lastex." An all-in-that stretches both ways and can't "ride" up—\$3.50.

—Downstairs At Ayres.

CHILDREN'S Sheer Spring Dresses

Very Special for Friday!

\$1.00



These are the types of little children's dresses that are going to be seen in the Easter parade. Organdy, printed lawns, dotted swiss and combinations. They have the dainty straight lines and high waists, copied from "Little Women" and copies of other new important styles. Vat dye. Dainty trimmings. Puff sleeves or sleeveless styles in sizes 1 to 6 1/2.

—Downstairs At Ayres.

Styles for Every
Hour of the Day—
for Only—

\$7.95



Spring 1934 Dresses Tell An Exciting Fashion Story!

They're so excitingly new... you'll fall in love with them at the first glance. Daytime, playtime and worktime dresses cut on flattering lines with windblown necklines, cowl necklines. Plastron effects. Mins-trel collars and lacy ruchings. The silhouette is streamline and modern as the new airplanes and motor cars, and every dress fits slick as a whistle. Sizes for women, misses and juniors.

A—A brown mossy crepe frock with a white pique flower. A shirt-waist type. Note the matine sleeves, \$7.95.

★ ★ ★

B—Diagonal pencil stripe on navy, plus jacket with large sail collars, is ultra, ultra smart for Easter, \$7.95.

★ ★ ★

C—A plain navy blue trimmed with white and red dots. Note the pleated skirt that's just too irresistible, \$7.95.

★ ★ ★

D—Rose beige jacket with a touch of rich brown for color contrast. Note the charming white pique neckline, \$7.95.

—Downstairs At Ayres.



AYRES ★ DOWNSTAIRS ★ STORE

Downstairs at AYRES