

# The "BUY WAY" OF INDIANAPOLIS\* AYRES A DOWNSTAIRS A STORE

(REGISTERED)



All the Smart Women  
Wear Enchanting New

**HATS**  
That  
Cost  
Only  
**\$1.00**

From Ayres Downstairs Store

Really smart hats cost you only a dollar in Ayres Downstairs Store . . . and they'll pass the fashion test for newness and smartness. You can choose most any enchanting style . . . and if the hat fits YOU can wear it. Berets, tyrolean, turbans, Russian toques and brims. Many have metallic threads gleaming, still others sport a gay feather. Your favorite fabric in a size for every woman.

—Downstairs at Ayres.



The Newest and Smartest  
"Heel-to-Toe" Fashions  
at One Low Price!

**SHOES**  
**\$1.98**  
PAIR

The newest, the smartest foot flattering shoe fashions cost very little money. Downstairs at Ayres. They're the newest styles and leathers in ties, straps, pumps and sandals in kids, calf and crushed leathers. Styles that will keep you apace with fashion . . . and a step ahead of your budget. Dress styles and arch styles. Sizes 4 to 9. Widths AA to C.

—Downstairs at Ayres.



One of Our Greatest Fashion Achievements!

**Sale! Winter Coats**

- Hand-Tailored at Many Points!
- Fabrics of Unusual Quality!
- Fur Trimmings of Exquisite Beauty!
- Sensationally Sale Priced!

**\$21.00**

Saturday the doors open on the second thrilling day of this great fashion event. Because the manufacturer is closing out his stock of winter coats, to begin designing the new spring fashions, we were able to grab off a large group of luxurious winter coats. The season's smartest furs, fabrics and fashions at a record breaking savings.

—Downstairs at Ayres.

Caracul  
Trim  
Beaverette\*  
Trim  
Pointed Dog  
Lapin\*  
Skunk  
\* Rabbit

100% Pure Dye  
Lumine Satin  
**SLIPS**

With Imported Lace  
and Non-ravel Seams

**\$2.00**  
EACH

You'll say these are the loveliest slips you ever saw for the money. They have luxurious imported lace tops and hems. They have the Non-Ravel bonded seams and self shoulder straps. V or straight tops. Tearose. Sizes 34 to 44.

—Downstairs at Ayres.

SEE PAGE 23 FOR MORE



The Best Sellers!  
**Skirts and  
Sweaters**  
**\$1.98**  
EACH

THE SKIRTS — In tweed, checks, plaids or plain color flannels. Brand new styles in sizes 26 to 22.

THE SWEATERS — Choose from, either, twin, sets, or fancy slippers. Gay, bright colors that are smart. Sizes for all women.

—Downstairs at Ayres.



100% Pure Dye  
Lumine Satin  
**SLIPS**

With Imported Lace  
and Non-ravel Seams

**\$2.00**  
EACH

## "JUNIOR-MISS" FROCKS

From Dawn to Dawn Fashions  
at Prices that You Can Afford!

Ayres Downstairs Store is considered the headquarters for every "Junior-Miss!" They're over 200 reasons! That's about the number of dress and coat fashions we always have ready for you. Complete size, color and fashion selections are just 3 other important reasons, too! But here's the greatest and grandest reason — we know what the young modern can afford to spend—and we price them accordingly.

—Downstairs at Ayres.

Every Lassie Has  
Her Plaidie

**\$5.95**

A wool plaid with big bold buttons in about the smartest dress you can wear to class or to the big Saturday game.



For Glamorous  
Evenings  
A Black Velvet

at **\$12.95**

A ravishing creation for evening wear. Long, straight shirt—a devastating collar with a bit of white.

★

A Date at Eight?  
Wear  
Bright Blue

**\$7.95**

A bright blue crinkle crepe frock for any gala occasion with your best B. F. Note the flattering neckline.



Downstairs at Ayres  
Where Fashions Are  
Less Expensive!

Our Best Seller!  
Peacock Blue

**\$6.95**

You'll adore this daytime frock in the season's most popular color — peacock blue. The collar is real crochet work.

(Sketched Center)

Yes, My Dear  
A Tunic  
For Evening!

**\$10.00**

This Tunic frock for evening wear has everything it takes to go places and do things. Slit skirt, detachable jacket and bright color.

(Sketched Right)

Come In and Walk Away With These Bargains!

**REAL SILK DeLuxe HOSE**  
IRREGULARS of Sheer Chiffon or Service Weight

Below you'll find the ten reasons why Real Silk Hose walk away with the hosiery business in our Downstairs Store. These 10 protective devices add long life to your hosiery and also give them that beauty and sheerness that every woman craves. They come in all the newest shades. Sizes 8 1/2 to 10 1/2.

1. Fresh Elastic Silk!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple-Fast Dries!
6. Flat-Seam Sole!
7. Cradie Dura-Foot!
8. Genuine-Sealed Silk Yarn!
9. Two-Way Run Stop!
10. Double-Thick Grenine Silk Heel!

—Downstairs at Ayres.

**60c**  
PAIR