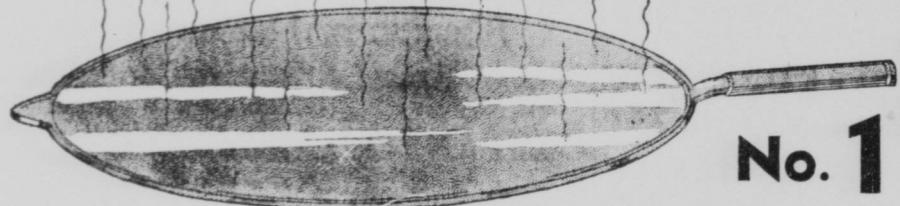


# The "BUY WAY" OF INDIANAPOLIS<sup>®</sup> AYRES A DOWNSTAIRS A STORE

(REGISTERED)

**RIGHT OFF THE GRIDDLE!****FEBRUARY  
S-I-Z-Z-L-E-R**

A Value So  
'HOT' That We  
Can Offer It  
Only for **One**  
**Day!**

**No. 1**

Men's Full Cut, Fast Color

**Shirts and Shorts**

A "WOW" at the Regular Price! A "STEAL" at—

**The Shorts—**

Save 24% at this price . . . And we think they're one of the best values in town at their regular price. Full cut, full length and width at legs. Jumbo seat—extra large cut for long service. Vat dye, neat patterns. Sizes 30 to 42.

*...This One-Day  
Sizzler Price***19c  
Each****The Shirts—**

Full cut, full length and tubular knit for a perfect fit. At a saving of 24% over original price . . . and we think the original price represents one of the best values in town. Sizes 34 to 46. Some seconds in group.

—Downstairs at Ayres.

**Tomorrow! A Special February SALE of  
Children's Spring Frocks****59c  
E-A-C-H**

These spring frocks are new! Have just been unpacked! They're fresh, crisp sheers or heavy prints. Beautifully made, with all the details of expensive dresses. They're right for wear now, if you wish, and smart to wear this spring. Straight and belted styles, florals, polka dots, stripes in every color under the sun. Bright or dark or conservatives, colors and plenty of them. Sizes from 3 to 6. Guaranteed fast colors.

—Downstairs at Ayres.

*New! Smart!*

**"You're the Top"**

"You're the Top" is a popular priced version of the reigning New York hat fashion. "You're the Top—for that peaches and cream complexion." "You're the Top—you're gay in bright spring colors!" "You're the Top—you're as flattering as a poem!" "You're the Top—for you're headed for a huge success!"

—Downstairs at Ayres.

**\$1**

## REMNANTS

2 Fine Groups of  
**Wash Goods**  
At **15c Yard**

Colored Organdy  
White Organdy  
Print Batiste  
Print Voiles  
Print Lace Voiles

White Broadcloth  
Colored Broadcloth  
Plain Suiting  
Printed Linene  
Printed Percales

**At 19c Yard****"Cordette" Prints for Spring**

"Cordette" is a fine cotton fabric with a woven vertical cord. A very good looking material, that makes up into beautiful spring garments. Remnant lengths in 1 to 8-yard lengths. Plaids and stripes in the new spring 1935 colors.

—Downstairs at Ayres.

**New! Washable  
Window Shades**

36"x6 ft. 36"x7 ft.

**39c 49c**

Perfect quality shades that can be washed and will stand weather and sun. All well made and pliable to resist cracking or breaking. Smooth, luxurious appearance. 3x6 ft. size in tan, green and ivory. A new process that has brought the expensive features of better shades into the price line of one of the most inexpensive shades on the market.

—Downstairs at Ayres.

**New! Semi-Stepin  
G-I-R-D-L-E-S**

With "TALON" Closing

**\$1.25**

For a smooth, perfect looking figure wear a new Semi-stepin girdle with the Talon zipper closing. This stepin girdle is the favorite 14-inch length and made of bastiste or brocade—the material that gives you long service. Each garment is well boned and has 4 hose supporters. Sizes 26 to 32.

—Downstairs at Ayres.

20 Smart  
New  
Styles  
for  
Spring



Built for  
Style  
Comfort  
and  
Durability

Join the Ranks of Value-Wise Women!

**Wear "American Girl" Shoes****... and Eliminate Your "Foot Problems"**

Women who have shoe problems—who want comfort, who want style, who want service and who demand value choose American Girls. These shoes have everything. They're well made for service. The best, and only the best of leathers are used. The styles are up-to-the-minute and the lasts are kind to your feet. Choose from a complete selection of colors, black, brown and navy. A complete selection of styles, pumps, oxfords, ties and straps.

SIZES 4½ TO 10. WIDTHS AAAA TO EEE

—Downstairs at Ayres.

**\$4.95  
PAIR**

Again We're Able to Present  
**IRREGULARS** of Very Fine

**RINGLESS  
Chiffon Hosiery**

From a Famous MAKER

**50c  
PAIR**

Give us a ring—Riley 9441 and we'll send you a whole month's supply—at a remarkable savings on every pair! Every pair is sheer, very clear and beautifully made. Every pair is constructed by a maker who knows how to put "wear" into every pair . . . but because of the very low price, we can not mention his name. Every pair is made on a genuine Ringless machine. New spring colors. Sizes 8½ to 10.

**Children's School Stockings, 15c Pair**

Full length styles. Made of long wearing mercerized lisle of fine or derby rib style. They're made by a famous manufacturer of hosiery—but because of low price we can not mention his name. Clasped as irregulars. Sizes 6 to 9½ in assorted colors.

—Downstairs at Ayres.

