

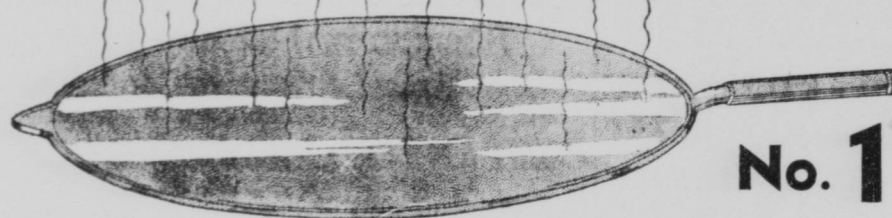
The "BUY WAY" OF INDIANAPOLIS*

AYRES DOWNSTAIRS STORE

★ (REGISTERED)

RIGHT OFF THE GRIDDLE!

**FEBRUARY
S-I-Z-Z-L-E-R**



No. 1

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

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

19^c
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**

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.

59^c
E-A-C-H



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 **15^c** Yard

Colored Organdy
White Organdy
Print Batiste
Print Voiles
Print Lace Voiles

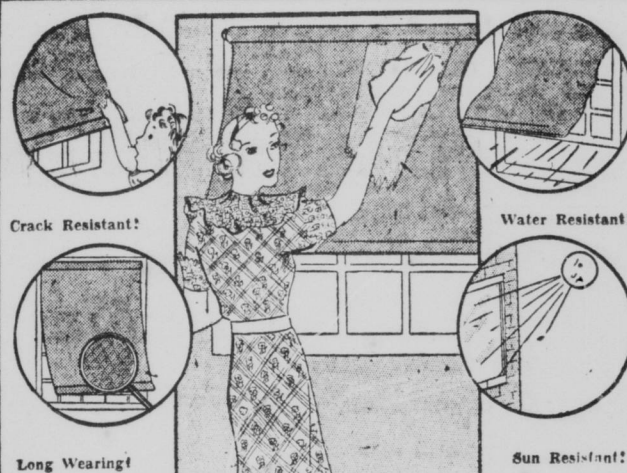
White Broadcloth
Colored Broadcloth
Plain Suiting
Printed Linene
Printed Percales

At **19^c** 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**

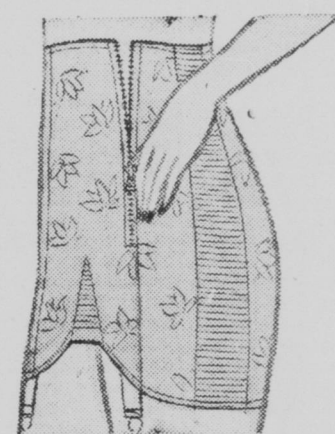
36"x6 ft.

36"x7 ft.

39^c 49^c

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 batiste 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
4
PAIR

Again We're Able to Present
IRREGULARS of Very Fine

RINGLESS Chiffon Hosiery

From a Famous MAKER

50^c 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, 15^c 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. Classed as irregulars. Sizes 6 to 9½ in assorted colors.

—Downstairs at Ayres.

