

The "BUY WAY" OF INDIANAPOLIS AYRES A DOWNSTAIRS A STORE

(REGISTERED)



New Spring Hats

Believe It, These Are Delightful
Delectable, Dependable Spring Styles!

Off-the-Face
Brims
Turbans
Pill-boxes
Reds

\$1.00

Blacks
Browns
Navys
Greens
Gray

Each hat will stress individuality, yet refreshing variety of style. Pretty is the word for all of them. Brims will lead the spring parade, with off-the-faces, turbans and pill-boxes running close. Navy will be the top color with black and brown runners-up. Take your pick from a whole selection of the new styles and colors . . . and at a price that says, savings.

—Downstairs at Ayres.

RIGHT OFF the Griddle!

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

No. 2

A Value So HOT We Can Offer It for Only ONE DAY—Tomorrow!

IRREGULARS of Women's RINGLESS Chiffon STOCKINGS

With Dainty Lace Tops

47c

Pair

2 Pairs **90c**

It's not every day in the week you can pick up a bargain like February Sizzler No. 2. These stockings are sheer and beautiful and will give you extraordinary long wear. They're RINGLESS . . . and they come in all the new spring colors, sizes $8\frac{1}{2}$ to 10. Priced so low they'll go walking out.

—Downstairs at Ayres.



New Spring Shoes

Models That Sparkle With Fashion!
Priced to Fit Limited Budgets!

**\$1.99
PAIR**

Black
Brown
Pumps

Straps
Ties
Oxfords

Look down! Look down! You're shoes will be the center of interest this spring. You're shoes will be comfortable as well as up-to-the-minute! You're shoes will be pretty, with pretty trims and will "go-with" your costume more than ever before. This group of new spring shoes reflects these very fashion details and you can afford them because they're so low priced.

SIZES 4 TO 8. AA TO C WIDTHS

—Downstairs at Ayres.



We Want to Warn You About
"Spring Fever" Before You
Look at These New
"Junior-Miss"

DRESSES **\$5.00**

Cheer up your winter-bound spirits with a new spring dress! Spring it on your B. F., his heart will go pitter-patter at your loveliness. Wear it to your bridge club, you'll gather all the fashion honors for being a "lady of fashion." As for yourself, you'll like the budget price on each dress. Sizes 13 to 19.

Jacket Frocks Pastels
New Prints Afternoon Styles
Navys For Campus
Blacks For Business
Browns For Street

—Downstairs at Ayres.

You'll Need Lots of SWEATERS and SKIRTS

Fashion Says You
Can Match 'Em or
Contrast 'Em!

**\$1.98
Each**

THE SWEATERS are simply adorable. The colors are sweet to look at, and come in the new high shades that are so smart. Hand fashioned with $\frac{3}{4}$ -length sleeves and new necklines. Sizes 34 to 40.

THE SKIRTS are all-wool crepes or fine quality flannels. They're made with those smart eye appealing details you love. Navy, black, brown, green and tweeds. Sizes 26 to 32.

—Downstairs at Ayres.

Grown-Up Looking
TUNIC FROCKS

For Girls Who Wear
Sizes 10 to 16!

\$2.98

Miss 10 to 16 likes to wear the same styles as her mother or older sister. With this thought in mind we bought many, many of our best selling dress styles in sizes 10 to 16. This TUNIC Frock represents just one from a complete assortment.

—Downstairs at Ayres.

OPPORTUNITY! Pure Silk Satin or Crepe **SLIPS**

Bias-Cut! Lace-Trimmed!

**\$1.19
Each**

Rich, gleaming satin. Soft, rich looking crepe, every thread pure silk. Each garment trimmed with the most exquisite lace imaginable. California V or straight lace tops and hem. Adjustable shoulder straps to give you more comfort, and bias cut to cling without a ripple under your new dress. Sizes 34 to 44.

Printed Batiste Gowns or Pajamas—\$1.00

The Batiste gowns have V or round necks with beautiful applique trimming. Some have ruffle trim. Straight or bias cut. Sizes 16 and 17. The pajamas come in one or two-piece styles with V necks and ruffle trim. Sizes 16 and 17. The Batiste come in lovely floral prints in delicate tone.



Men's Winter OVERCOATS

Must Go!

Therefore, We've
Priced Them for
CLEARANCE!

\$11



Men! You still have 2 more months to use a warm overcoat. These are such a bargain you just can't afford to pass up this one last opportunity. You'll find half or full belted models. Checks in tans or grays. Mixtures, too, in most every hue. Sizes for men and young men, 34 to 46.

All-Wool Worsted Suits

\$12.95

Tailored right, styles right and priced right—for wear now—for wear in the Easter parade. Shorts, slacks, longs and regulars in single or double breasted models. Blues, browns, tans, grays and mixtures. Sizes for men and young men.

—Downstairs at Ayres.

SPECIAL SATURDAY SALE!

IRREGULARS of MEN'S
REAL SILK
Plain Color Socks
5 Pairs \$1

Real Silk Socks wear. Real Silk socks are good looking. These are no exceptions, although they're classed as irregulars. Plain colors with plenty of black in the group. Sizes 10 to 13.

—Downstairs at Ayres.



Men's "Belnord" Shirts
Plain white broadcloths, or plain colors. These shirts are the kind of shirts you'll like. Full cut, fast colors and pre-shrunk. And the collars will "stay-put." Sizes to 17.

\$1.19