

# The "BUY WAY" OF INDIANAPOLIS

## AYRES DOWNSTAIRS STORE

(REGISTERED)



### New Spring Hats

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

Off-the-Face  
Brims  
Turbans  
Pill-boxes  
Reds

**\$1.00**

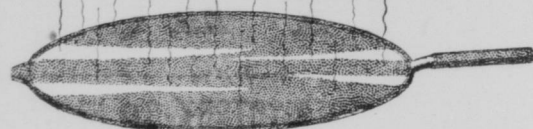
Blacks  
Browns  
Navys  
Greens  
Gray

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

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 1/2 to 10. Priced so low they'll go walking out.

—Downstairs at Ayres.

**47c** Pair  
2 Pairs 90c



### New Spring Shoes

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

Black  
Brown  
Pumps

**\$1.99**  
PAIR

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.

**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 hems. 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.

—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 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.



**Boys' Shoes**

With Guaranteed GILASH Soles!

Sizes **\$2.49** Pair  
1 to 6

Boy's sturdy, long wearing black or brown oxfords. These have the famous "GILASH" sole that wears and wears, and is guaranteed for 60 days or a new pair of shoes. Goodyear welt construction and rubber heels. The uppers are made of good serviceable leathers.

—Downstairs at Ayres.

### 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, stouts, 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 10 to 17.

**\$1.19**