

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

(★ REGISTERED)

Saturday! Our "Junior-Miss Shop" Presents for Spring:

Here They Are—The New Mannish Felt

## "Sports Headliners"

Going "man-crazy?" Gone "man-crazy?" Then let it go to your head! For the new man-tailored suits must be topped with a manish felt homburg or tailored felt. The Sports Headliner shop offers you a wide choice of these manish styles in the color you can wear with your suit and in your headsize. Just step down the Washington Street stairway to step out with a new manish felt Sports Headliner.

\$2.00



Gray  
Blue  
Beige  
Brown  
Saddle Brown  
  
Homburg  
Casual  
Brims

British  
Tan  
Green  
Red  
Coral  
  
Snap Brims  
Tailored  
Felts

Give Your Legs a Treat Tomorrow! Try Our New

## "Crepe d' Sheer" Stockings

Exquisitely Sheer—Yet Very "Snag" Resistant!

In These New  
Spring Colors:  
BEIGE TAN  
TOASTIE  
MARIMBA  
COPPER  
DURBAR  
SMOKE  
NAVY BLUE

Tomorrow we introduce these new silk stockings to the women of Indianapolis for the first time. We know you're going to like their beauty and sheerness as well as the real low price. "Crepe d' Sheer" stockings are 2 and 3 thread 48 gauge. The silk thread is made of a high twist to give them sheerness, yet a duller appearance and greater "snag" resistance. In sizes 8 1/2 to 10 1/2. SUBSTANDARDS.

—Downstairs at Ayres.

79c  
PAIR

Wider and Wider—Smarter and Smarter Grow the Straps on

## "Corliss" Shoes

\$2.99  
PAIR



Navy Kid  
Black Kid  
Brown Kid  
Black Patent

Wide straps with big buckles are in for a big fashion season this spring. We predict this wide one-strap Corliss shoe in choice of black, blue or brown kid and black patent to be the tops and is featured in the latest spring footwear news as perfect companions for your suit or softly feminine dress. Sizes 3 to 8. Widths AAA to B.

—Downstairs at Ayres.

Girls' New  
Teen-Style  
Dresses  
by Cinderella

\$1.98



This beautiful group of new cotton frocks for 'teen age girls has just arrived in time for Saturday choosing! Offered in solid colors and gay new prints; many attractive styles and trimmings. Sizes 10 to 16 years.

Girls' Slips, 59c

"Fruit of the Loom" non-cling broadcloth slips with seams that STAY SEWN. The same dependable quality as Mother's slip. Sizes 5 to 16.

—Downstairs at Ayres.

Contrast Your Suit With  
One of These Smart New  
"Fore'n'Aft" Gilets

\$1.19  
EACH

Every woman who has succumbed to the charm of a suit for spring will want one (or several) of these new gilets. They are charming worn either forward or backward (as sketched above). In beautiful printed acetate crepes.

—Downstairs at Ayres.

FEBRUARY  
S-I-Z-Z-L-E-R  
NO  
PHONE  
OR  
MAIL  
ORDERS  
No. 6

A Value So "HOT" That We Can  
Offer It Only for ONE DAY—  
Saturday!

Boys' Fast Color

"Everett" Shirts  
44c  
EACH

Our regular brand of "Everett" shirts sale priced for tomorrow only! Every shirt is full cut and tailored to fit. Fast color, vat dye patterns. Choice of plain white or fancy patterns in various colors. Collar attached. Sizes 8 to 14 1/2.

—Downstairs at Ayres.

Carefully Chosen Groups of

## SUITS and COATS

QUITE MODESTLY PRICED AT

\$11 Up to \$16.75

Every "smart little girl" likes to choose from "few-of-a-kind" collections when it comes to picking a suit or a coat or a dress for HERSELF. And that is just what she can do tomorrow in our "Junior-Miss Shop!" Our buyer has made a careful study of the fashion trends—and has brought in the very choicest fashions. In suits there are man-tailored styles, three-piece versions, softly feminine furred styles and manish reefer types. In coats there are swaggers, reevers, manish broad-shouldered styles, the ever popular balmacaan, and the . . . but DO come and see for yourself! You'll be amazed and delighted!

C A honey of a sports coat in blue and white mixture. Balmacaan type with loose flowing lines. Size 15 at ..... \$16.75

D A wrap-around sports coat in gray. The lines are ultra smart and chic. Lined with EARL-GLO. Size 14 at ..... \$13.95

Downstairs  
at Ayres  
Where  
Fashions  
Are Less  
Expensive!



A A race track check with waistcoat of gray flannel. Man tailored, yet the height of feminine perfection. The jacket has a sports back. Size 13 ..... \$16.75

B 2-piece reefer suit with square shouldered militaryish topcoat. In gray, and gray is a coming fashion color. A size 11 at ..... \$11.00

## —and Print Dresses

So Necessary to Spring Wardrobes

\$3.98 Up to \$6.98



E Navy blue skirt with a swishy taffeta blouse of navy blue with red print. Note the cute sleeves. Size 13 at ..... \$5.98

F A tunic type Jun-  
ior Miss frock with  
brown crepe skirt and  
brown crepe flecked  
with yellow top. A  
size 13 at ..... \$3.98

G Navy blue  
ground with  
small white pin dots  
scattered all about.  
Practical for every oc-  
casion. Size 14 at \$3.98



H A bright  
dress styled  
for the young  
modern of today.  
Navy background  
with bright cerise  
print. Size 14  
at ..... \$6.98

I An afternoon  
dress with pol-  
ka dot chiffon top  
and a navy skirt.  
The zipper open-  
ing is of bright  
gold. Size 20  
at ..... \$6.98

AYRES  
DOWNSTAIRS  
STORE