

# The "BUY WAY" OF INDIANAPOLIS

## AYRES DOWNSTAIRS 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 off with a mannish felt homburg or tailored felt. The Sports Headliner shop offers you a wide choice of these mannish 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 mannish felt Sports Headliner.

**\$2.00**



Gray  
Blue  
Beige  
Brown  
Saddle Brown

British  
Tan  
Green  
Red  
Coral

Homburg  
Casual  
Brims  
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 8½ to 10½. SUBSTANDARDS.

**79c**

PAIR

—Downstairs at Ayres.



Contrast Your Suit With One of These Smart New

### "Fore'n'Aft" Gilets

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.

**\$1.19**

EACH

—Downstairs at Ayres.

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 broad-cloth slips with seams that STAY SEWN. The same dependable quality as Mother's slip. Sizes 5 to 16.

—Downstairs at Ayres.



### Carefully Chosen Groups of SUITS and COATS

QUITE MODESTLY PRICED AT

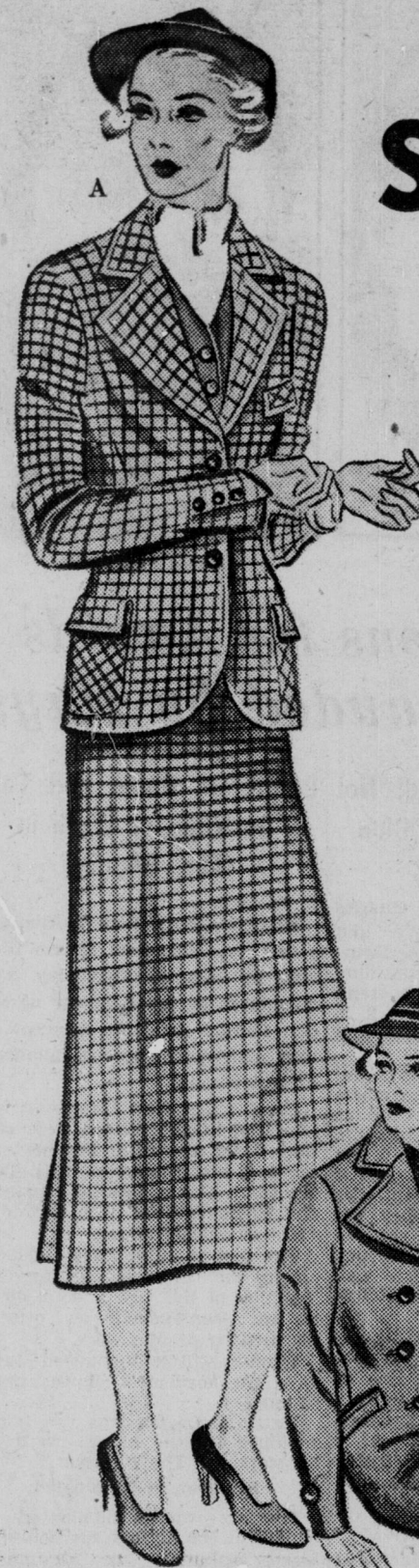
**\$11 Up to \$16.75**

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 mannish reever types. In coats there are swaggers, revers, mannish 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 reever suit with square shouldered militaryish topcoat. In gray, and gray is a coming fashion color. A size 11 at .....\$11.00



### —and Print Dresses

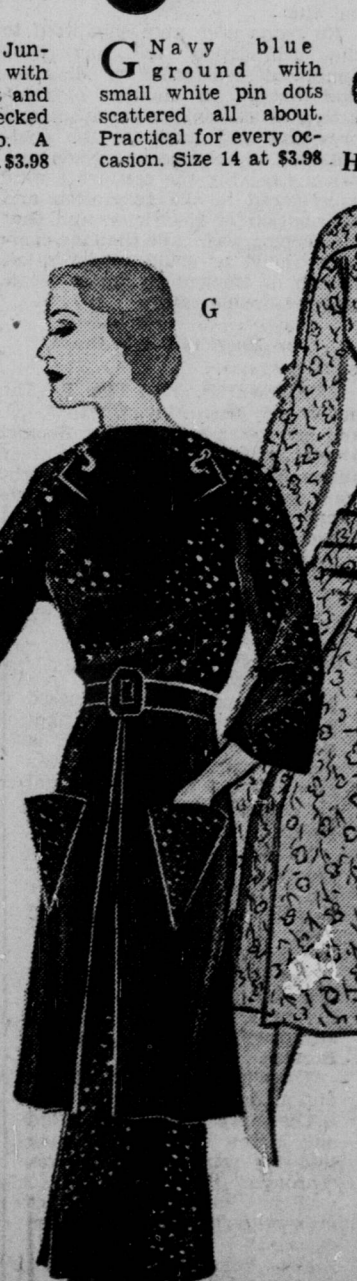
So Necessary to Spring Wardrobes

**\$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 Junior 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 occasion. 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 polka dot chiffon top and a navy skirt. The zipper opening is of bright gold. Size 20 at .....\$6.98

AYRES DOWNSTAIRS STORE

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

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 14½.

**44c**

EACH

—Downstairs at Ayres.