

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

* (REGISTERED)

Women's Pure Silk Undies

Pure silk chemise or dainties in lace trimmed styles. The chemises have California V or straight lace tops. The dainties have fitted bandeaux. Panties lace trimmed. Sizes 32 to 36.

69c

Wom.'s Rayon Taffeta Slips

69c

California or straight tops and hem with gorgeous lace trim. Bias cut. Sizes 34 to 44.

Women's Porto Rican Gowns

69c

Porto Rican or printed batiste nighties with V or round necks. Hand applique. Sizes 16 to 17.

"Sports Headliners"

Tailored Felt Hats

\$2.00

—Downstairs at Ayres.

Bengaline Fabric Gloves

New spring styles in plain or novelty cuffs. Smart for your suit or dress. In navy, beige, gray, British tan, Luggage tan, black and brown. Sizes 6 to 7 1/2.

\$1.00

PAIR

Wear a Gay Boutonniere

25c Up

Brighten up your dress or suit with a bunch of violets, cherries, daisies, etc.

New Spring Handbags

\$1.00

In simulated leathers. Pouch, envelope or top handle styles. Red, gray, black, brown, green.

"Corliss" Shoes

New Style Shoes for Spring

\$2.99

PAIR

—Downstairs at Ayres.

Girls' New Spring Suits

Smart tailored suits for Miss 7 to 16. The jacket in novelty checks, belted or fish-tail styles. Brown, blue, green and tan colors. Tailored skirt.

\$7.95

Wool crepe skirts in plain or novelty weaves. Dark colors or high shades. 10 to 16.

Girls' New Spring Skirts

\$1.98

Wool crepe skirts in plain or novelty weaves. Dark colors or high shades. 10 to 16.

Girls' New Twin Sweaters

\$1.98

New twin sets for spring. In a gay array of bright spring looking colors. 8 to 16.

It Pays to Buy Quality Hose

Irregulars of

REAL SILK

DeLuxe Hose

69c Pr.

Real Silk de luxe chiffon hose are the wise choice of all smart women. They offer long service, sheerness and clear, lovely beauty. In all the smart new shades. Sizes 8 1/2 to 10 1/2.

No Mail or Phone Orders

Women's Slipover

Sweaters

\$1.00

All-wool slipover style sweaters in the favorite short sleeve style. Hand fashioned weaves in lovely shades of aqua, melon, maize or white. Sizes 34 to 40 in group.

—Downstairs at Ayres.

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

No Mail or Phone Orders Please

No. 12

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

Children's and Misses' Straps and Oxfords

With Goodyear Welt!

\$1.99

PAIR

An excellent selection of straps and oxfords with the long-wearing Goodyear welt. Patents, black calf and brown silk. Flexible leather soles and insoles and rubber heels. Sizes 8 1/2 to 10.

EVERY DAY IS OPPORTUNITY DAY DOWNSTAIRS at AYRES

THOUSANDS and thousands of Indianapolis women have discovered that it pays to make frequent visits to Ayres Downstairs Store. They find that every visit offers new and delightful OPPORTUNITIES! Opportunities to SAVE! Opportunities to choose the very NEWEST FASHIONS! Opportunities to rediscover the delight of being helped by well-trained salespeople who know how to SMILE!

Why not join the parade of Thrifty Folks who do all their shopping in "The BUY-WAY" of Indianapolis . . . in the AYRES MANNER . . . where you can choose EVERYTHING for family and home . . . of Ayres QUALITY . . . at LOWEST POSSIBLE PRICES. Opportunity knocks! Tomorrow and EVERY day!

New!



Men's "Cranbrook" Broadcloth Shirts

\$1.19

EACH

You men who like wonderful wearing and fitting qualities of broadcloth shirts will certainly want to lay in a supply of these "Cranbrooks." Plain whites, plain colors and fancy patterns in a great color assortment. All are full cut and perfectly tailored for proper fit and comfort. Sizes 13 1/2 to 18.

New Fancy Socks, 4 Pair

A brand new style with the LINEN toe and heel. Fine plain lisle, plain silk and rayon knits. Fancy patterns in sizes 10 to 12.

\$1.00

New Pajamas with Stripe Top

A new idea for the men folks—The tops of these pajamas are of soft cotton lisle with horizontal stripes. The trousers of fine broadcloth. A, B, C, D sizes.

\$1.98

New Plaid Gingham Shorts

Colorful bright woven plaid gingham shorts with full cut seat. Reds, blues, tans, browns, lastex back. Button front. Sizes 30-40.

50c

... and for Boys—

New Slipover SWEATERS

\$1.69



New sports back slipover sweaters in patterns all boys like! Two-tones, windowpane checks, hounds-tooth, check, plaid, blocks, etc. Yoke backs, pleated backs, shirred backs and Norfolk backs. Half zippers and crew necks. Sizes 30 to 38.

Boys' New . . .

Deeptone Shirts

Now the boys can have deeptone shirts just like big brother's. Well made, full-cut shirts in navy blue, deep brown and wines. Sizes 8 to 14.

—Downstairs at Ayres.

Clearance!

Men's Warm Overcoats

\$10

New styles suitable for wear now and next year. Smart patterns in browns, blues and mixtures. Heavy, warm, serviceable fabrics unusual at this price. Half belted styles in sizes for men and young men.

Leather Jackets

\$5.98

Black or brown capeskin leather jackets with full zipper front. Warmly interlined. Sizes for men and young men.

Men's New Spring Hats

\$2.99

New shapes in smart shades of pearl gray, browns, tans, new blue, navy and green. Sizes 6 1/2 to 7 1/2. Snap brim styles.

—Downstairs at Ayres.

Hurrah! A Just Arrived Group of Spring's Smartest Fashion!

SUITS

In the Masculine Manner

\$11 **\$16.75**

TO

These Two Styles Here—The 3-Pc. Wardrobe Suit and the Mannish Tailored Suit Are By Far the Most Popular Styles!

These two best selling suit styles are direct proof that it's really a MAN-nish world this spring. If you want further evidence come to the Downstairs Suit Department and see the other versions—including the swagger, fur-trimmed and finger-tip styles. You'll want a man-tailored now with its slim lines to wear under your coat and as a first spring suit. The 3-pc. suit you'll want because it's terribly practical and smart.

Sizes 14 to 20 and 11 to 19

—Downstairs at Ayres.



Tomorrow—A Marvelous February Sale

of These Lovely Pastel Cotton Chenille

Knit Dresses

Sale Price at **\$2.98** EACH

The vogue for Knit Dresses goes on and on and a knit dress can be worn for almost any occasion. You'll thrill at these lovely styles and especially at the marvelous low sale price. Choose from 2-piece styles, some with short sleeves or long sleeves. With new and novel neckline treatments and trims. Colors are olive green, turquoise, pale blue, pink, bright red, beige, aquamarine and green. Sizes for women and misses.

Sizes 14 to 20 and 38 to 44

—Downstairs at Ayres.