

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

★ (REGISTERED)

It's Fashion Week

Every week is "Fashion Week" in Ayres Downstairs Store...but tomorrow we will be specially prepared to help you decide just which of the utterly adorable Spring Fashion Trends you should follow. You can be MANNISH—or you can be demurely FEMININE! You can be gay in bright color combinations—or you can be stunning in BLACK—or NAVY! We've kept the wires humming all week with orders to New York...and tomorrow we expect to have hundreds of new fashion arrivals for men, women and children in every one of our style departments.

SATURDAY
STORE
HOURS:

9:30 A. M.
TO 6 P. M.



The Sports Headliner Shop

Presents a New and Varied
Spring Selection of Smart

Tailored Felt Hats

Ready for tomorrow a new group of Sports Headliners in new shapes, new trims and new spring colors. Tailored types, dressy types, plenty of Homburgs...and the very latest styles in Gibson Girl sailors, Derbys, Hi-Hats and Margot shapes. Veil and flower trims. Black, brown, navy, gray, red, spring violet, raspberry and luggage tan. Headsizes 21½ to 23.

\$2.00
EACH

—Downstairs at Ayres.

Tomorrow—We Are All Set With Brand New Arrivals in New Spring COATS, SUITS and DRESSES ... Good Investments in Spring Chic!

★ ★ ★

1. Man Tailored
Two-Piece SUIT
\$11.00

The one shown here from a bright collection of man tailoreds for the Junior-Miss is a gray chalk stripe single breasted model in size 11. Other styles and colors in sizes 11 to 19.

2. The Fur-Trimmed
Swagger SUIT
\$16.75

Delightfully feminine for this season of mannish fashions. The fabric is a light gray wool crepe trimmed with dark gray squirrel. This is a size 16. Others in sizes 14 to 20.

3. Navy Blue
SUIT DRESS
\$10.75

A fashion first style because it's a suit dress, because of the pleated skirt and because it's navy blue. The scarf is dark red with white dots. Size 13. Others 11 to 19.

4. The Mess Jacket
SUIT DRESS
\$6.98

The very latest style for dining and dancing out. The mess jacket is a bright red, detachable. The dress is a navy blue with bright red vestee effect. A size 12. Other styles at this price in sizes 12 to 20.

5. Loose Fitting
SPORTS COAT
\$16.75

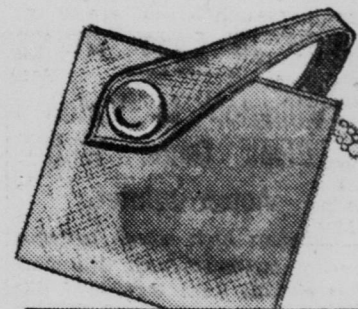
A "honey" in a ¾ length loose fitting swagger type coat. It's fully lined for chilly spring weather. In a neutral beige shade. Size 15. We've a complete selection of other styles at this price in sizes 11 to 19.

6. The Fur-Trimmed
DRESS COAT
\$16.75

Definitely a spring 1936 style. This particular coat is a lovely shade of gray, trimmed with gray dyed fox-paw collar. A size 11. Other colors in sizes 11 to 19.



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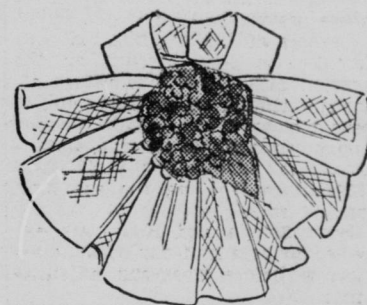


SPRING BAGS

\$1.00

Felts, patents, simulated leathers in pouch, underarm and envelope styles in bright spring colors. Navy, black, red, green, gray, British tan and saddle tan.

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Spring Neckwear

59c

High necklines, V necklines, jabots, collar and cuff sets, and many others. Fresh, clean, new styles. Whites and a few lovely pastel colors.

★



Fabric Gloves

\$1.00 Pr.

Double woven washable fabrics, knits and bengalines. In any color to match your costume. Navy, black, brown, gray and pastels. Sizes 6 to 7½.

Check This Guarantee!

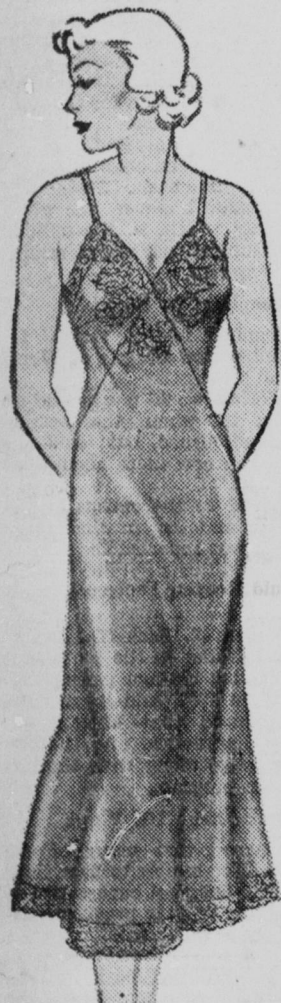
1. A new slip if it doesn't launder to suit you!
2. A new slip if seams pull out!
3. A new slip if the baked enamel buckles on the straps chip or rust!

Crown-Tested Rayon Velanne SLIPS

\$1.00
EACH

Crown-Tested means laboratory-tested for strength of fabric construction, washability and seaming. Choose from tailored or gorgeous lace trimmed styles with adjustable shoulder straps. Bias cut. Sizes 34 to 44. Tearose.

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Gorgeous Lace-Trimmed Rayon Undies **49c** Each

Marvelous values for women and misses. Exceptionally fine quality rayon panties, shorties, stepins, bloomers. They have the fitted stride for more comfort and service. Trimmed with very expensive looking laces. Sizes 34 to 40. Tearose.

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Let an Expert "Figure You" Out!

Tomorrow Is the Last
Day to Consult Miss

E. A. Swanson

Expert Corsetiere From
The Kabo Corset Co.

We've invited Miss Swanson to conduct a clinic in our Corset Department. Tomorrow is the last day she'll be here to HELP you select the RIGHT Kabo foundation garment for YOU! Come right in and ask her any corsetry question you like... she'll be glad to help you.

Over 50 Kabo Models
Priced from \$1.25 to \$6

—Downstairs at Ayres.



Suit-able Blouses in Silk or Linen

\$1.98
EACH



THE SILK BLOUSES—Wear one with your suits and sports costume. Plain tailored or fussy feminine types. Whites, prints and delectable pastel hues. Sizes 34 to 40.

THE LINEN BLOUSES—That smart new "Linen Lady" styles just featured in Vogue. Made of handkerchief linen to add a crisp note to your suit ensemble. (Ask about the Gardette feature). In pastels and dark shades. Sizes 32 to 44.

—Downstairs at Ayres.

CORLISS SHOES for SPRING

Choose From Over 50 Styles in
Your Favorite Leather and Color!

\$2.99
PAIR

You'll find a style and type for every need in a Corliss spring shoe including Corliss Junior, Corliss Style and Corliss Tarsal Arch shoes. Over 50 different models to select from at this one remarkable low price. Every pair of the highest quality construction, fashion rightness and fit. Black, navy and brown colors. Sizes 3 to 9, AAA to C.

"Bucko"
Kid
Calf
Patent
Suede

Black
Navy
Brown
Sandals
Pumps

T-Straps
Oxfords
Flat Heels
Square Toes
High Heels

—Downstairs at Ayres.



ALWAYS CHOOSE Substandards of REAL SILK DeLuxe STOCKINGS—for BEAUTY—for QUALITY—69c Pair