

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

(REGISTERED)



## 1. The Two-Piece Fur-Trimmed Swagger Suit . . . . . \$16.75

Selected because the feminine lines and details are smart for a spring of manish styles. The collar trimmed with dyed squirrel is lovely with the pastel blue fabric. A size 14. Other styles in sizes 14 to 20.

## 2. The Double Breasted Man-Tailored Suit . . . . . \$11.00

Selected because it's the latest word in spring fashions. This is a blue salt and pepper worsted type with a plain back and long roll collar. A size 13. Other man-tailored suits in sizes 11 to 19.

### You Can Always Choose . . .

from many coats, suits and dresses in YOUR size in Ayres Downstairs Store. Our assortments are always varied, fresh and up-to-the-minute in style. Come in any time and be sure of finding your size.

Choose Your New Spring Coats, Suits and Dresses Now... Saturday's Selection Offers You All That's New... At Lowest Prices!

### 3. The California Wrap-Around Coat . . . . . \$13.95

Selected because of its general usefulness and warmth. This is in a gray flannel fabric, cut roomy and full for comfort and casualness. Suitable for active or spectator sports. A size 18. Other styles and colors, sizes 14 to 20.

### 4. The Dressy Fur-Trimmed Sports Coat . . . . . \$16.75

Selected because the beautiful fur collar and the lovely pastel green fabric lend a different note to the spring fashion story. The loose flowing lines, the sleeve treatment are terribly smart. Size 14. Others 14 to 20.



### 5. The Mannish Reefer Camels Hair Sports Coat . . . . . \$16.75

Selected because of its wearability and practicality. The natural polo color is a neutral shade that goes well with most any costume idea. The manish lines are fashion news. A size 16. Others in sizes 14 to 20.

### 6. The 3/4 Length Plaid Swagger Coat . . . . . \$11.00

Selected because the swagger lines, the collar and button trim is typically spring 1936. The low price is glad news for feminine pocket books, too! This is a brown plaid design, fully lined. Size 11. Others in sizes 11 to 19.



## 7. The Bright Floral Print Dress . . . . . \$6.98

Selected because the pleasing print design on a pastel blue ground is chic and youthful looking. The net sleeve details are all the rage in latest fashion reports. A size 16. Other styles at same price in sizes 14 to 20.

## 8. A Youthful Junior-Miss Date Dress . . . . . \$6.98

Selected because this is an all-occasion dress, smart at the smartest gatherings. It's an alpaca fabric in turquoise blue with quaint white lace collar and pocket trim. A size 15. Other styles in the group from 11 to 19.

## 9. The Paisley Print Dress With Interesting Sleeves . . . . . \$3.98

Selected because the Paisley print design is a new note for spring and because the sleeves are unusually smart. The tunic effect makes you look taller and more youthful. Size 14. Others in sizes 14 to 20.

### The Sports Headliner Shop

Presents Brand New Styles in

## Tailored Felts

# \$2.00

- Black
- Brown
- Navy
- Gray
- Red
- Luggage Tan
- Spring Violet
- Raspberry

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 21 1/2 to 23.

—Downstairs at Ayres.

Guaranteed NOT to Wear!

## REAL SILK 2-Thread Chiffon Hose

Substandards  
—but almost  
Flawless!  
**80c** Pair

We warn you—don't buy these hose if you expect to wear them for weeks and weeks or expect the same service as our Real Silk DeLuxe styles. For these 2-thread chiffons are a shimmering, gossamer web of silk and loveliness, so breathlessly sheer and lovely that they'll float away on the first breath of air. They're made of silk grenine to give longer wear than any other 2-thread hose on the market today. In spring shades and in all sizes.

Please, No Mail or Phone Orders!

—Downstairs at Ayres.

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



### Special Sale!

## Suit Blouses

# \$1.15 EACH

Tailored or Frilly Styles!

Here Ladies is an early spring sale that's going to suit you to a "T"! A sale that offers you high fashions at a sensational low price. The blouses are made of washable acetate in plain colors, white and prints. Beautifully made styles to soften your manish suit or add just that touch of simplicity to your dressy suit. Sizes 34 to 42.

—Downstairs at Ayres.



### New Styles for Spring!

**Corliss**  
Junior

## Suit-able Shoes

# \$2.99 and \$3.99

"Corliss" Junior shoes for women and the Junior-Miss are perfect pals for your new suit. The great variety of styles in black, navy, patent and British tan offer you every opportunity for getting just what you want at one of these two low prices. Sizes 3 1/2 to 9, AA to C

Pumps  
Straps  
Ties  
Patent

Calf  
Kid  
Suede  
"Bucko"

Medium Toes  
Square Toes  
Square Heels  
Low Heels

—Downstairs at Ayres.



A 10 Star Guarantee  
Goes With Every Beautiful

## "Seamprufe" Slip

"Seamprufe" slips are extraordinary slips made of all-silk French crepe scientifically weighted and tested for long wear. You can choose from either tailored styles or beautiful lace trimmed styles with panel fronts. In tasseau, white and dark shades. Sizes 34 to 44 and 46 to 52.

### 10 Star Guarantee:

- ★ Shoulder-Eze  
Adjustable Straps
- ★ Fit-Prufe
- ★ Style-Prufe
- ★ Shrink-Prufe
- ★ Kling-Prufe
- ★ Value-Prufe
- ★ Lace Shift-Prufe
- ★ Seams Bulk-Prufe
- ★ Seams Sag-Prufe
- ★ Seams Rip-Prufe

# \$1.98 EACH



—Downstairs at Ayres.