

The "BUY WAY" OF INDIANAPOLIS* AYRES DOWNSTAIRS STORE

(REGISTERED)

Wonderful the Way

Stylefree Undies

FIT, WEAR AND FEEL!



- Panties
- Bloomers
- Vests
- Briefs

59c

Made of Bemberg, Tealose Color!

Though so inexpensive these dainty underthings fit as though made to your measure. The special crotch construction minimizes strain and allows for an active stride—these are ideal garments for college girls, for sportswomen. The material, a new fabric made of Bemberg, is luxurious to look at, agreeable to wear, resists runs and launders beautifully.

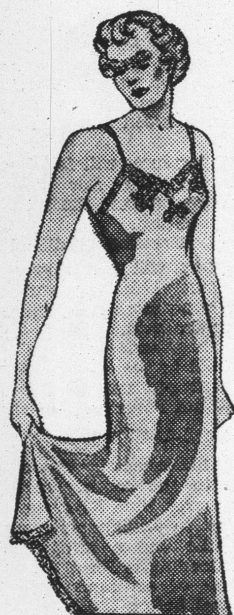
Sizes 34 to 44!

—Downstairs at Ayres.

A Lovely Slip for Very Little Money!

"Swan-Ray" Costume SLIPS

\$1.00 EACH



"Swan-Ray" slips are made of beautiful Swan-Ray fabric that looks well, fits perfectly, and wears long. Choice of new form-fitting styles with V-tops. Lace or tailored types in a 4-gore silhouette model, set off at bodice with hemstitching or embroidery. Tealose. Sizes 34 to 44.

—Downstairs at Ayres.

Tomorrow! A Featured Group of Exclusive New

Betty Shaw DRESS FASHIONS

Three more months of winter, but don't let that get you down. Pep up your spirits and your wardrobe with one of these refreshing new Betty Shaw dress fashions. You'll find them only in Ayres Downstairs Store and each is a distinctive new style, weeks in advance of the coming fashions. We show you here four chic examples from a lovely collection of styles for women, misses and the junior-miss!

\$6.98

Never More—
Never Less—



A. THE CLASSIC REDINGOTE—A Woman's dress with the redingote coat separate. The dress is a pretty print, on a navy ground. Sizes 38 to 44 \$6.98

B. MULTI-COLORED—Tyrolean type embroidery on black or navy gamsa. Peplum style with 2-tone piping on collar, sleeve band and peplum hem. Sizes 14 to 20 \$6.98



C. LACY, BUT INFORMAL—A chic lacy dress in navy or black. Peplum effect with ruffled standing collar, rhinestone buttons, full shoulders and short sleeves. Sizes 14-20 \$6.98

D. HALF-SIZE DRESS—In black, brown or navy gamsa crepe. Simplicity is the keynote for this slimming, youthful style. Sizes 18½ to 24½ \$6.98

—Downstairs at Ayres.

Greatly Reduced!

Women's and Misses'

Sports COATS

\$10.99



The Group Includes Plaid-Backs, Twisted Tweeds and Warm Fleece!

We've clipped several dollars off their regular price for this special January Clearance! Smart plaid-backs, twisted tweeds and fleeces will be found in the group in either swagger or fitted styles. Coats you can wear now and until warm weather comes, and then next winter, too! Styles for traveling, for active sports, for motor-ing, for shopping. In monotones or mixed colors. Sizes 12 to 20, and also some half-sizes and women's sizes.

Sizes For Women and Misses!

—Downstairs at Ayres.

Wherever You Go

They're Boon Companions!

Barrel Sweaters and Shirts

\$1.09 EACH

Sleeveless barrel style sweaters, in plain pastel colors. Maize, coral, white, gray and aqua. Small, medium and large.

Short sleeve broadcloth shirts with tailored collars. White, navy, maize, melon, aqua and rust. Sizes 34 to 40.

—Downstairs at Ayres.



Headwinds Are Blowing in Chic News About These New

Mid-Season HATS

\$2.00



Black
Brown
Navy
Fabrics
Petersham
Straw

Combi-nations
Pill Boxes
Turbans
Off-the-Face

Fashion headwinds have been constantly bringing us fashion news about these new hats for wear now and into spring. The winds talk about clever little pill-boxes, chic turbans, flattering off-the-face hats. Styles with tricky manipulations ... styles that snuggle into your coat collar and make you look youthfully young. Black, brown or navy. Sizes 22 and 23.

—Downstairs at Ayres.

Choose An Exclusive Companion for Your Favorite New Costume!

Betty Shaw Crepe Silk Hose

69c PAIR

... and Every Pair Is First Quality!

Betty Shaws are only two months old, but they've made more new friends than we ever expected. There must be a reason ... and we'll tell it to you. They're exclusive with Ayres Downstairs Store. They're luxuriously sheer, full fashioned hose with picot tops and run stop. They're woven in such a way to make them more snag resistant, and the foot is fully reinforced. In smart new spring colors and in sizes 8½ to 10½.

(3 Pair for \$2.00)

—Downstairs at Ayres.

JANUARY SALE!

Women's and Misses' Higher-Priced

SHOES

At a Sensational Low Price!

\$1.59 (Or 2 Pair \$3.00) PAIR

Tomorrow we continue this rousing January Sale of women's higher priced shoes. Specially purchased at great reductions off their usual price! These shoes are smart fashions, well constructed and styled. Choose from BLACK, BROWN, BLUE and GRAY, and also combinations. Pumps, ties, straps, oxfords in suede, calf, kid or patent. Shoes you'll be proud to wear! Shoes that will give you unusually long service.

Black
Brown
Blue
Grey
Combination

Pumps
Low Heels
Medium Heels
High Heels
Ties

Oxfords
Kid
Patent
Suede
Calf
Straps

Sizes 3½ to 9. Widths AAA to C.

—Downstairs at Ayres.



New Handbags

For Spring Come to Town With New and Different Treatments!

\$1.00 EACH

For instance we've just received a cargo of brand new spring bags in calf and gabardine or patent and gabardine. They're thrillingly new and different. (Sketched.) You'll also find other favorite styles in rough or smooth leathers. Top-handles, pouches, envelopes, and zipper styles. Black, brown and other colors. All leathers simulated.

—Downstairs at Ayres.



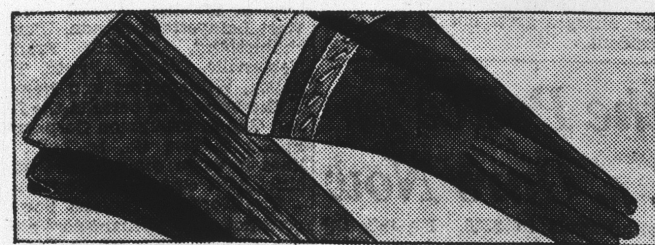
Arms of Fashion Wear

New Fabric Gloves

New gloves in double woven fabrics that are washable and serviceable. Novelty and plain alpaca styles. Black, Brown, Navy and Gray colors. Sizes 6 to 7½.

\$1.00 PAIR

—Downstairs at Ayres.



White Neckwear

Give You That Chic, "Fresh From the Band Box" Appearance!

59c EACH

Bright new, crisp white collars will work magic with your old dress or your new one for that matter. Choice of tailored or frilly styles in crepes, organdies, pique and lace. High necks, round necks and V necks and pin-on bows. Many of the collars have CUFFS TO MATCH.

—Downstairs at Ayres.

