

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE



Backbone of Your Spring Wardrobe,
Dashing! . . . Ready to Go!

Camel's Hair and Wool Sport COATS

\$16.95

The coat to wear everywhere, and plan all of your spring wardrobe around. To insure your fashion correctness and at the same time to charm you with the extreme casual luxury that only a camel's hair and wool sport coat can afford you. Select yours from wraparounds, balmacans, reefers, boxy toppers, English boys' coats and fitted knox. Sizes 12 to 20.

Other Wool and Camel's Hair Coats . . . \$10.95 and \$14.95
—Downstairs at Ayres.



NAVY IS NEWS for SPRING! With Crisp Little Touches of White!

Junior DRESSES

\$3.98

Sizes 9 to 17 in the Group

Look fragile and fresh in Navy or Black with those crisp little touches of white. Navy's news for spring . . . the latest fashion news! The treatments are as new and fresh as spring violets. You'll thrill at the shirred bodice, the long torso waist lines and the eye-catching tucks and pleats. Colors in navy and black, sizes 9 to 17 in the group.

—Downstairs at Ayres.



"Sassy Miss" School Girl BRETON

\$1.29

"Sassy Miss," the sauciest, jauntiest little classic we've seen in a very long time. Turn it up or turn it down it's smart, it's new! Thrilling spring colors to glorify your entire wardrobe.

—Downstairs at Ayres.

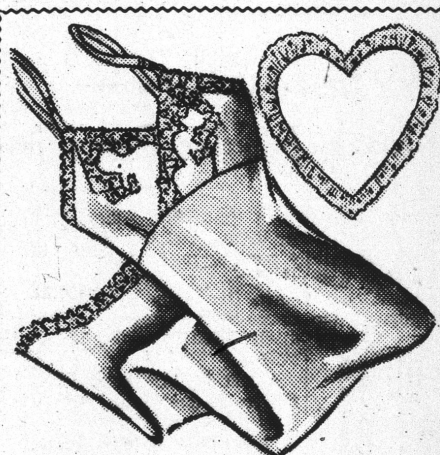
Valentine Giving Is Simplified When
You Give Substandards of

REAL SILK De Luxe Chiffon STOCKINGS

79c Pair

Here's a lovely Valentine in sheer silken beauty that she's sure to adore! Why pay higher prices when these fine substandards of Real Silk De Luxe chiffon stockings offer such beautiful hosiery fashions? Make a note to stock up on these fine stockings. For sheerness, for beauty, they are equal to stockings selling at much higher prices.

—Downstairs at Ayres.



Something
New for Her Valentine

"FRUIT of the LOOM" Rayon Satin, Rayon Crepe, Rayon Taffeta

SLIPS

\$1.00

May we suggest a "Fruit of the Loom" slip for her Valentine. They're endorsed enthusiastically, accepted by women everywhere. Cal V lace or tailored styles in bias or four-gore. Sizes 32 to 44 in tea rose, white, black and wine in the group.

—Downstairs at Ayres.



A Value
So Great—
That We
Can Offer
It Only for
One Day!

"Fruit of the Loom" Lastex COMBINATIONS

(by Sylvia)

SALE
PRICE 98c

Soft, pliable, two-way stretch lastex combinations that give firm and positive support without discomfort. Satin uplift brassiere with elastic shoulder straps. Four hose supporters. Sizes, small, medium and large.

—Downstairs at Ayres.

Sportswear in Glorious "Bon Bon" Colors . . . to Wear Into Springtime!

"Bon Bon" Colors All-Wool

JACKETS

\$5.98

Adorable Bon Bon colors in soft plaids and checks to blend subtly with the mellow pastel colors of spring and make your costume more thrilling. Nicely made with tailored details to please you. Sizes 12 to 18.

"Bon Bon" Colors in Sheer Blouses

\$2.00

Wispish sheer blouses in fascinating Bon Bon colors will make your suit or jacket the costume you've planned for. Tailored styles with various necklines, fastenings and pockets. Colors come in blue, white, pink, aqua, yellow. Sizes 32 to 40.

"Bon Bon" Colors in SKIRTS

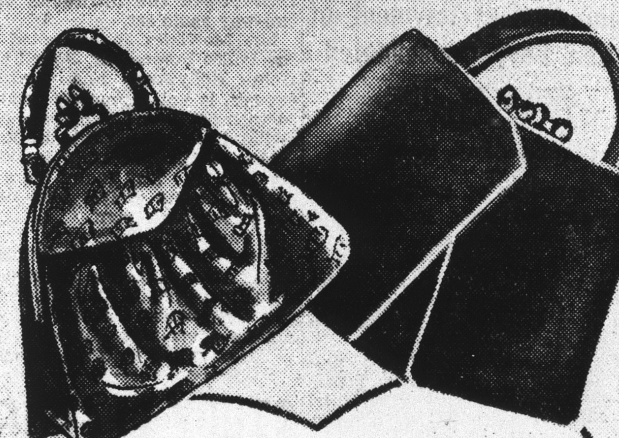
Skirts for spring will also be glorified with Bon Bon colors to give a richer look to your wardrobe. Fashioned in colors of blue, rose and aqua. Sizes 24 to 30.

\$3.00

—Downstairs at Ayres.



Give your Valentine
a Personal Gift

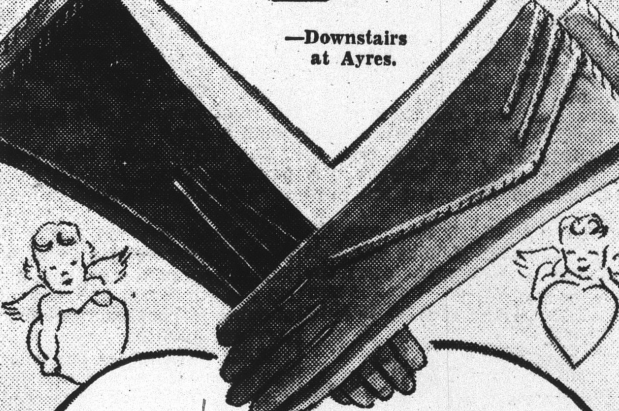


Navy Blue Bags

Smart new navy bags in simulated leathers of calf, pigtex, crushed kid and shirred treatments. Pouches, top handles, swaggers and zipper styles. Other bags in pastel colors.

\$1.00

—Downstairs at Ayres.



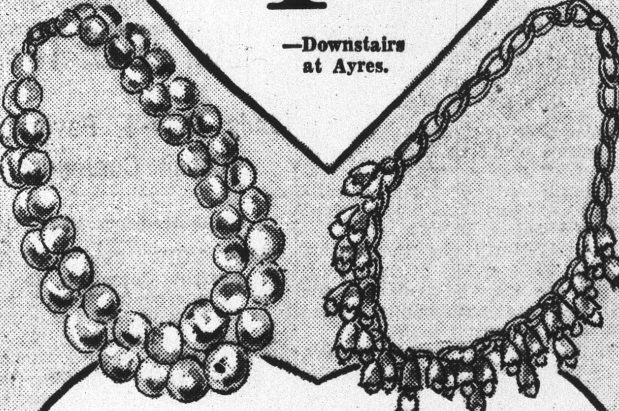
Navy Blue Gloves

The perfect gloves to accent your spring costume. The color's Navy, because navy is the color for spring. Classic 4-button and 6-button styles in sizes 6 to 7 1/2.

\$1.00

PAIR

—Downstairs at Ayres.

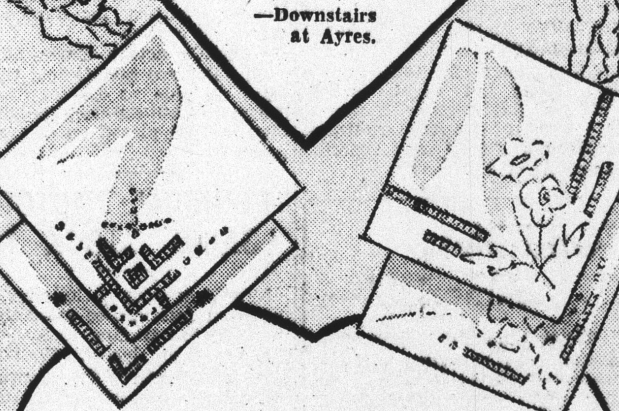


Pastel and White JEWELRY

Pastel and white jewelry to brighten your costume now and on through the spring. Necklaces, bracelets and pins in white, light pink, light blue, yellow, red, navy, turquoise and coral.

\$1.00

—Downstairs at Ayres.



Chinese White HANDKERCHIEFS

Nothing will be a more lovely Valentine gift than these crisp white Chinese handkerchiefs. Soft and sheer in the distinctive designs you always want.

20c

—Downstairs at Ayres.

