

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

Here Are New Spring Fashions to Brighten Winter Days

You'll Love Your Beautiful New
Full-Fashioned
FIRST QUALITY
Betty Shaw
CHIFFON
STOCKINGS
59c PAIR

Genuine crepe 4-thread weight chiffon stockings with their famous plect hem and runstop. Very becoming in all of the new early spring shades to flatter your new ensembles. Beautiful stockings make any costume look more charming. Betty Shaw's have little reinforced points in the feet to insure longer wear.

—Downstairs at Ayres.



Face Framing
Head Fashions
\$2.00

Your most feminine allure will originate with your face framing hat for early spring. Styled to flatter and best exhibit a charming hair-do. We feature a sparkling collection of gay styles in straw or felt with demure poke brims.

SKETCHED: A felt brim with ribbon edge and subtle veil. Head sizes 22 and 22½ in colors of Black, Brown or Navy.

—Downstairs at Ayres.

The Secret to Your Perfect
New Spring Silhouette!

"FRUIT of the LOOM"
Rayon Satin
or
Rayon Crepe
SLIPS
\$1.00



V Lace Tops!
Tailored Tops!
Embroidered Trim!
4-Gore Styles!
Bias Styles!

Rest assured that your new spring fashions will fit perfectly when they're worn over the smooth flowing lines of a "Fruit of the Loom" slip. Tailored with careful details and workmanship. Complete with adjustable shoulder straps. You may buy them in Tea Rose or White in colors of 32 to 44.

—Downstairs at Ayres.

Exciting New Styling in Rayon Alpaca and Cynara

Costume Suits

In Soft Spring Pastels

\$7.98

SIZES for Juniors
and Misses!

Rose! Rayon Cynara!
Beige! Rayon Alpaca!
Powder Blue! Bell Sleeves!
Navy! Self Belts!



The soft gaiety of delicate pastels will bring new harmony into your spring wardrobe. Moulded in the keynote of dainty feminine flattery to provide a perfect early spring costume. Self belts and self trim are much in evidence to add charm to the flowing pleats of the skirts. Wear it as a costume... the dress by itself... or the coat with another dress. Also black coat with print dress combinations.

For Spring Fashions it's
... Downstairs at Ayres.

A. Rayon alpaca in Rose, Navy or Powder Blue. Sizes 14 to 20.
B. Rayon Cynara in Rose or Powder Blue. Sizes 12 to 18.
C. Rayon alpaca in Rose, Beige or Powder Blue. Sizes 9 to 15.

CORLISS Introduces
Gabardine for
Spring Footwear
\$3.00

Sizes 4½ to 9, Widths AAA to B

Glorious footwear creations for spring will shout "Gabardine" from every blossom. Get in swing with spring and gabardine. Styles to suit the wiles of every feminine taste... pumps, ties and straps that will thrill you! See yours tomorrow... —Downstairs at Ayres.



Zipper-Lined Sport
COATS

In Wool and Camel's Hair

\$19.95

Colors in
New Nude
and Camel

Perhaps you think it's just a little too early to buy a light weight spring coat... we've solved that problem for you. It's a Zipper Lined Sport Coat in mohair wool and camel's hair that keeps you warm on chilly mornings yet you can remove the lining and have your light weight coat for warmer days. Boxy and swaggy styles with large slash and patch pockets.

—Downstairs at Ayres.

Plaid With Plain
In Matching Tones
Is the Story for Spring in

Skirts 'n Sweaters

Cotton
Chenille
Sweaters

\$2.00

Smart cotton chenille sweaters with gay puffed shoulders. Elastic at sleeve and waistline. Zipper fastening front and dainty breast pocket. Colors in Green, Pink, Mauve, Cherry Red and Natural. Sizes 34 to 40 in the group.

Other Sweaters.....\$1.19

All-Wool
Plaid Skirts
\$3.00

All-wool plaid skirts in soft pastels for spring. Zipper placket, 3 front pleats. Colors include gray, yellow and blue plaids, blue, red and gray plaids, rose, black and wine plaids. The perfect skirt for your spring sports costume.

Long and Short Sleeve
Rayon BLOUSES

Long or short sleeve blouses in straight or band bottom style. Convertible neckline and two chic breast pockets. Multifilament rayon crepe that is soft and luxurious. Colors in White, Red, Yellow or gay prints. Also cotton stripes in the group. Sizes 34 to 40.

Other Blouses.....\$1.19

—Downstairs at Ayres.



You'll Find Sound Values in This SALE of.

Men's Topcoats
and Overcoats

\$10.00

This manufacturer of men's better coats wants to "start the new year right"—with low stocks and cash in the bank! He took a loss on every coat! His loss is YOUR PROFIT! So, if you need a big heavy overcoat for January's raw days, or a topcoat for spring... NOW IS THE TIME TO ACT! There's a huge assortment to choose from—smartly tailored in newest styles—made of quality fabrics.

Men's Smart
New SUITS
\$12.95

Suits made of fine hard-finish fabrics of a good wearing quality and a grand selection of sturdy rough wools. Smart new patterns in up-to-the-minute colors of blue, brown, greys and chalk stripes. Single and double-breasted models to choose from.

Zipper Lined Coats.....\$15.95

—Downstairs at Ayres.



USE OUR
Long-Term
LAYAWAY
PLAN!