

# AYRES' DOWNSTAIRS STORE

## Gifts To Capture Her Heart On Valentine's Day!

Our Handsomely Tailored

Glen Plaid

SUIT

\$19.98

Wool and rayon fabrics!  
Menswear grey or brown!

Sizes 12 to 18

Timely relief for bruised budgets... a really smart suit at a really low price. Much charm, great fashion in the distinctive new collar design, the self-covered square-shaped buttons and the ever-popular straight, fly-front skirt. Wool and rayon fabric in grey or brown.

New Spring Rayon  
Gabardine Suits... \$16.98  
SPORTSWEAR—Downstairs at AYRES'



"BABS" ..

A Head-Hugging Charmer from  
Our Budget-Priced Spring Felt Collection

\$2.00

You'll steal every scene in this close-fitting, jauntily be-feathered felt cloche... and you'll love the way it flatters your new short coiffure. Popular spring accessory colors of navy, grey, continental green, pink, ice blue, beige, white, red, black and brown.

MILLINERY—Downstairs at AYRES'

She'll be a sweetheart Valentine's Day,  
any day, in our

Cotton Boucle SWEATERS

Slipover  
or  
Cardigan

\$2.98  
each

For wear under a suit, with separate skirts and slacks... wonderful, versatile cotton sweaters by Lampi in delectable shades of pink, mint, maize, red and white. Sizes 34 to 40.

SPORTSWEAR—Downstairs at AYRES'

CLOSED MONDAYS  
SHOP TUESDAY THRU SATURDAY  
9.00 to 5.25



The Indispensable  
Spectator Sports

DRESS

\$5.98

Smart, casual in style!  
Excitingly low in price!

The all-occasion two-piece dress that takes you to work... to play... to shop. Black and white striped tanga jacket with a gently flaring black spun rayon skirt. Sizes 12 to 18.

FASHION DRESSES—  
Downstairs at AYRES'

The Newest Thing a-Foot... Instep Straps!

"Corliss Deb"

CALF TOWN SHOE

\$5.95



The perfect companion for your suits and tailored costumes... a soft, supple calf shoe with two narrow instep straps for ankle allure... a tiny price for budget allure. Brown or black. Sizes 4 to 9 in AA to B widths.

WOMEN'S SHOES—Downstairs at AYRES'

Irregulars from In-  
dianapolis' Own Mills

Real Silk's  
Rayon Knit

SLIPS

\$1.00

Classic 4-gore style!  
White and Tealrose!

Smooth fitting rayon knit slip... skillfully tailored with shell-stitched hem and adjustable shoulder straps. Very slight irregularities do not detract from their beauty or wearing quality. Sizes 32 to 44 in the group.

LINGERIE—  
Downstairs at AYRES'



Famous, Full-Fashioned

NYLONS

Irregulars from "Real Silk"

89¢  
PAIR

Sheer, long-wearing nylon stockings... fashion right in style, fit and color... at a new, low price. 45 Gauge, 30-denier in sizes 8 1/2 to 11. Buy several pairs at substantial savings!



HOSIERY—Downstairs at AYRES'



Satin and lace bra with latex insert separating the cups. Blue, white or pink in sizes 32 to 40, A, B and C cups.

For the new, softly rounded contours...

BRAS by "Lovable"

\$1.00

Fashion decrees a rounded, feminine silhouette... and "Lovable" creates two new brassieres designed to mould gentle, curving contours. Other styles in cotton or satin priced from \$1.00 to \$2.00.

CORSETS—Downstairs at AYRES'