

No School Tomorrow! Shop With Your Children In—

AYRES' DOWNSTAIRS STORE

A Marvelous New Group of

Girls' Wash Frocks

59c and \$1

A beautiful new group of fine quality dresses for school girls—in high waisted styles, jumpers, tailored lines, puff sleeves, etc. In flowered voiles, eyelet embroidery, printed lawns, eyelet organdy, broadcloths and prints. Trimmed with applique, embroidery, etc. Fast colors. Sizes 7 to 16.

Girls' New Silk Frocks, \$1.98

Dainty "dress-up" frocks in lovely plain colored and printed silks; puff sleeve and sleeveless styles, jumper frocks, Eton and jacket styles; in street and pastel shades. Sizes 7 to 14.

Girls' Raincoats

Girls' heavy gaberdine raincoats with belt and adjustable straps on sleeves. Belt to match. In green, brown or navy; sizes 7 to 14.

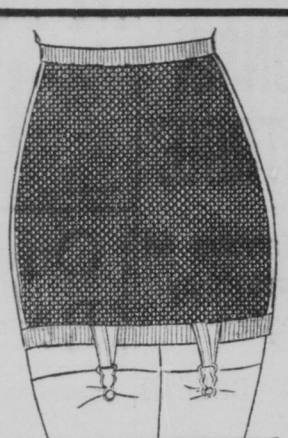
\$1

New Wash Blouses

Smart looking new spring blouses in sheers and new prints; puff sleeve styles; collar and tie. In sizes 7 to 14.

29c

—Downstairs at Ayres.

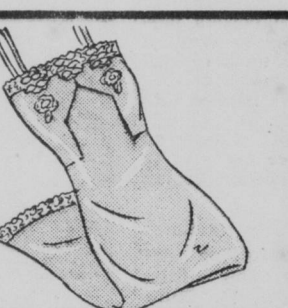


"KABO" 2-Way Stretch Girdles

\$3.50

A perfect foundation for new spring dresses—and so comfortable, because it gives with every movement of the body! Sizes 23 to 32.

—Downstairs at Ayres.



Pure Silk SLIPS

Very Special at—

\$1.59

Pure dye, French finished silk crepe slips with lovely lace trimming at top and hem; bias cut or semi-fitted. These are very special values for tomorrow! Sizes 34 to 44.

—Downstairs at Ayres.



Fine Rayon Gowns and Pajamas

\$1.00 Ea.

Chalk finished, pure dye rayon gowns with lace or contrasting applique trimming. Also one-piece pajamas of run-resisting rayon; wide leg; trimmed in contrasting colors.

—Downstairs at Ayres.



Broadcloth SMOCKS

In Smart New Fitted Styles

88c

Here's one of the finest assortments of smocks you've ever seen—and very specially priced! Included are our "Bell Hop," the "Culver Cadet" and many new fitted princess styles. In broadcloth, percale and smart combinations. Sizes 14 to 20; some women's sizes.

—Downstairs at Ayres.

Plaids and Checks

Add a Touch of Femininity to These

Spring Dresses

Very Special at—

\$5.00

Take a smartly tailored, plain colored dress... add a few touches gay, contrasting checked or plaid trimming... and Fashion will say, "Okey!" And that's only ONE of the tremendous variety of clever new fashions that you have to choose from in this group of new spring frocks! We urge you to see for yourself tomorrow! There are sizes for women, misses and juniors.

—New Rough Crepes

—Gay New Prints

—Rough Cantons

—Print Combinations

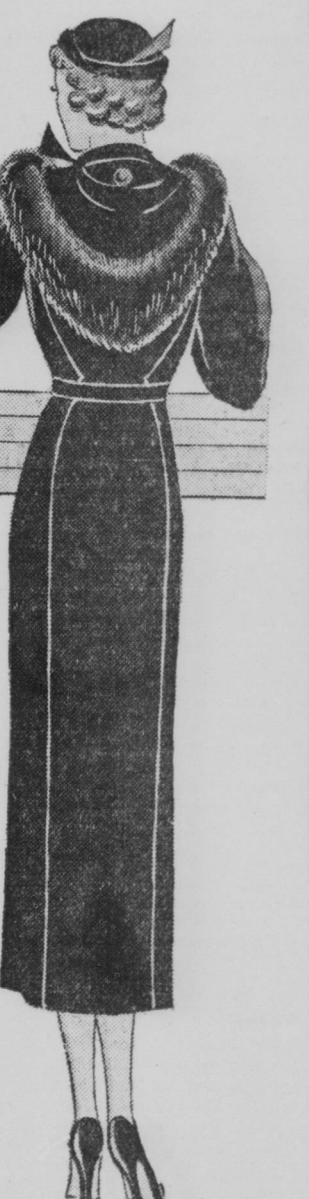
—Downstairs at Ayres.



Coats Sketched:

Left: A dress coat in gray with dropped shoulders edged with wide fur bands. It also has a detachable self scarf.

Below: Navy blue coat that easily becomes many coats! Has detachable fur edged cape which ties in front in ascot fashion.



Dresses Sketched:

Above: Lovely new spring beige frock in crinkled crepe; trimmed with brown checked rayon taffeta; note the new surplice neckline.

Right: Black rough crepe jacket frock with red-and-white checked blouse; the jacket collar is also checked, falling in graceful cascades.

New Spring Coats

Have Detachable Scarfs or Capes to Make Them Practical—Some Have Furs for Beauty!

These Are Only—

\$16.75

It's the fashion for spring coats to look "wrapped-up" and ready for action! This is achieved through firm fastenings at neckline and waistline. Waists are firmly belted. Necks are buttoned high and are topped with a self scarf, a silk scarf, or a fur scarf—or else there is a becoming cape (usually detachable). Many of the dress coats also have a touch of fur to make them look more feminine. In sizes for women, misses, or juniors.

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Children's New Spring WASH DRESSES

Guaranteed Fast Colors

59c and \$1

Some of the daintiest little dresses you ever saw! With puff sleeves, jumper effects, boleros and straight lines. Made of fine quality voiles, dimities, prints, lawns and polkadots. French seamed. Some have matching panties. Sizes 3 to 6.

Boys' "Fruit-of-the-Loom" Wash Suits, 59c

Smartly styled little wash suits made of genuine "Fruit-of-the-Loom" broadcloths; vat dyed; fast colors. Fancy stitch and embroidery trimmed. Sizes 2 to 6.

Wool Sweaters

59c

Children's all-wool slipovers in red, green, tan or navy; sizes 26 to 30.

Combinations

3 for \$1

Girls' "Dimple-Weave" rayon combination suits; elastic or band knee; sizes 2 to 16.

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Boys' "Beljord" Shirts

These famous "Beljord, Jr." shirts have the same fine fabrics and workmanship as the dad's "Beljord" shirts—famous for wear and neatness! White and plain colors are Sanforized shrunk. Also fast color fancy patterns. Our fine "G. and G." brand is also included at 59c. In sizes 8 to 14½.

59c

Other Boys' Fast-Color Shirts, 39c Each

Wool Knickers

\$1.49

Fully lined wool knickers with knit grip bottoms. In tweeds, chevrons, cassimeres—tans, grays, blues. Full cut and stylish in every detail. Sizes 6 to 16.

Wool Sweaters

98c

Good looking, all-wool slipover sweaters—just the type for school wear! Novelty weaves, in new spring colors; contrasting trimming; sizes 28 to 36.

Sweat Shirts

49c

Included are "Mickey Mouse," "Skippy" and "Babe Ruth" sweat shirts, with designs in fast colors. Serviceable, long wearing quality. Sizes 6 to 16.

—Downstairs at Ayres.

Children's "Buster Brown" Hose

All Strictly FIRST QUALITY

15c

Girls' rayon plaited ¾-length stockings in wanted plain colors. Made with close fitting ribbed cuff. Genuine "Buster Brown" quality. Sizes 7 to 9½.

15c

"Buster Brown" ¾-length hose for girls—made of fine long wearing lisle; plain colors with ribbed cuff, trimmed with colored stripe. Sizes 7 to 9½.

15c

Smaller children's ¾-length socks; heather-mixed cotton made with smartly trimmed, close-fitting cuff. These also are first quality "Buster Brown" brand. 6 to 9½.

19c

A fine new assortment of attractive "Buster Brown" anklets. These come in dark colors suitable for immediate wear. In sizes 6½ to 9½.

—Downstairs at Ayres.

American Girl SILHOU-WELT SHOES

Light and Dainty as a Dancing Slipper!

Sturdy and Comfortable as a Walking Shoe!

\$4.95 Pair



Thousands of Indianapolis women have learned that IT IS possible to have BOTH beauty and comfort in a shoe. The American Girl Silhou-Welt Shoe is MORE than a "style shoe"—MORE than an "arch support" shoe! It offers the best features of both! Come in tomorrow! See the lovely new spring styles—oxfords, straps, pumps, and ties—in black, blue, brown, or beige. Sizes 3 to 9—AAAA to C.

—Downstairs at Ayres.

Watch for WONDER BAND—It's Coming to Ayres' Downstairs Store