

You Get Quality and Fashion at Low Price in Our BIRTHDAY SALE

*There's Something "Different" About Ayres' Downstairs Store!
It Is Arranged for CONVENIENCE!*

"Right in the center of things"—and down one flight of stairs—brings you to the most convenient and pleasant place in the state to shop! Wide, roomy aisles that will hold more than 2,000 customers WITHOUT CROWDING! Plenty of light to see what you're buying! And TWENTY-EIGHT completely stocked departments to furnish nearly everything you need—for yourself, every member of your family and your home! And that's not all: Every department is conveniently located and easy to find—and we are constantly studying ways to make it MORE convenient. However, our FIRST thought is to supply good, DEPENDABLE merchandise—in good FASHION—at LOWEST POSSIBLE PRICES!



BACK TO SCHOOL With New . . . "Indian Head" Wash Frocks

"Patty Prim" COATS

(Sketched Above)

\$3.98

When girls see "Patty Prim"—no other coat will do! They like the ultra-smart grown-up styles—and they are simply wild about the MATCHING BERET AND HANDBAG! In beautiful novelty tweeds and polos—blue, green, tan and tile. Set-in, raglan and puff sleeves, sizes 7 to 14.

Other Girls' Coats
Very Special at \$2.98
—Downstairs at Ayres.

Very Specially Priced for Our
13th Birthday Sale!

**2 for
1 Dress, 59c
\$1.00**

For the first time in several weeks we have been able to secure a big new assortment of those beautiful spring wash frocks for girls—made of fine "INDIAN HEAD" PERCALES. Our last lot sold out in one day! Tomorrow you can choose the same lovely styles—at a Birthday Sale price! Jumper frocks, eton effects, puff sleeves, tailored models, pleated skirts, etc. In florals, checks, polka-dots, and novelty prints. Guaranteed fast colors. Sizes 7 to 14.

Girls' Silk Dresses, \$2.79

Taffetas, rough crepes, and rayon crepes—in a big choice of smart one and two-piece styles. Sizes 7 to 16.
—Downstairs at Ayres.

Back to School With New . . . Spring Shoes

Sizes 8½ to 3 **\$1.49** Widths A to D

Send the kids back to school with new shoes that will WEAR! These are very fine quality—extra well made of good solid leathers. Offered in a fine assortment of smart looking straps, ties and oxfords.

Boys' Heavy Oxfords, \$2.00
—Downstairs at Ayres.

Back to School With New . . . Spring Anklets

3 Pairs 25c

These are genuine "Buster Brown" ankle socks—made of durable cotton yarns. In plain colors—some with contrasting colored cuff. All strictly first quality. In pink, green, blue, white or tan. Sizes 8 to 9½.
—Downstairs at Ayres.

BACK TO SCHOOL With New . . . Knickers and Sweaters

**88c
EACH**

And for every pair of knickers, your boy should have at least two of these good looking, all-wool slip-over sweaters. Mostly in plain colors—green, cocoa, navy, and royal blue. In a good weight for early spring wear. Sizes from 26 to 36.

Boys' "Belnord" Shirts 2 for \$1.00

These boys' shirts are exact copies of our famous "Belnord" shirts for men! Same careful workmanship, same fine materials, same durable quality! White and plain colors are Sanforized pre-shrunk. Also smart, fancy patterns. Fast colors. Sizes 8 to 14½.

Athletic Shorts, 3 for 50c

Boys' fancy, fast colored shorts—cut full and comfortable. Elastic side adjustments; sizes 24 to 34.

Fast-Color Pajamas, 2 for \$1

Both coat and slipover styles to choose from; sizes 8 to 18.
—Downstairs at Ayres.



AYRES' DOWNSTAIRS STORE

BACK TO COLLEGE With Grand . . .

New Dresses

With a "Woman-of-the-World" Look

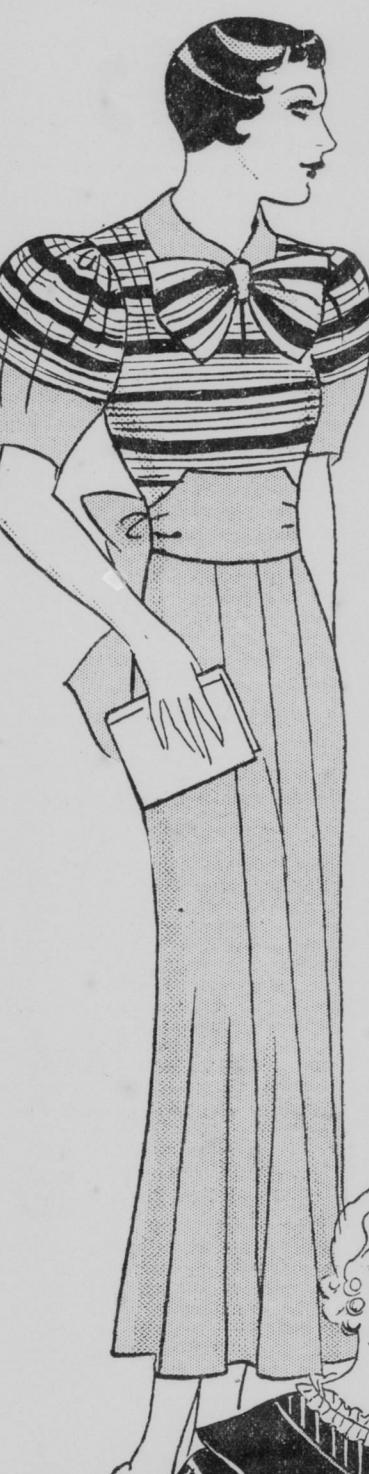
**Birthday
Sale Priced! \$3.95**

Every college and high school girl in Indianapolis should investigate our "up-and-coming" Junior department! Its Spring Fashions are HOT—with a sophisticated air that will "get you by" in any company—and at prices that will make a hit with dad! For instance: These new Birthday Sale dresses are mostly copies of very high priced garments—offered at a Pre-Easter price that will be hard to equal.

In Junior Miss Sizes—11 to 17

The Styles:

There are clever new jacket frocks, dainty shoulder capes; cape sleeves; crisp, white neckwear; lots of metal button trimmings; interesting new, high necklines; demure little puff sleeves; and the "hottest" fashion of all—lots of color contrast!



Other Junior Dresses, at \$5.00—Downstairs at Ayres.



Adorn the Campus With a New Fur-Trimmed Coat

*You'll Like Their Fashion and Quality
—Dad Will Like Their Modest Price!*

\$13.75

Vivacious sports coats that look full of "vim and vigor!" Dress coats that are gay and feminine and beautiful! Nearly any type of coat you want is here—and each one faithfully mirrors Spring Fashion at its best! The spring coat silhouette is crisp, clean-cut and simple. There are square shouldered, straight skirted lines—rounded shoulder, flare skirted lines—and the free and easy manly swagger type. Junior miss sizes, 11 to 17.

Note These Lovely Fashions:

Many sports coats have high, wide and handsome shawl collars of furs. Dress coats are notable for their detachable capes or scarfs which can be substituted for other accessories—an economical fashion which makes one coat do the work of several. Many are trimmed with beautiful furs.
—Downstairs at Ayres.

The Materials:

Just lots and lots of the beautiful new "heavy sheers"—the kind that tailor so well and stay so nicely in press. Plenty of the gay new spring prints—in colorful florals, geometrics, etc. Lovely new rough crepes and canons and combinations of two or more fabrics!

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