

Only 3 More Days in Our . . .

BIRTHDAY SALE



*There's Something "DIFFERENT" About Ayres' Downstairs Store!
ITS NEW YORK OFFICE . . .*

... 1440 Broadway, is just a speck upon the New York skyline . . . but it plays an important part in the city of Indianapolis! Representatives of Ayres' Downstairs Store are "right on the spot" in the big city of New York when "things happen" . . . they are constantly "digging around the market" looking for unusual buys—for the NEW things that are constantly being introduced. That's why we are able to offer such remarkable "buys" to our customers!



We'd Like You to Meet . . .

These Lively Young
SAILORS

In Our Birthday Sale, at

\$1.59

If you're going to follow Fashion, and be a little manish—you just must have a little sailor or two, to make the picture "right"! And what dashing sailors they are! These new ones have brims that look high in the back and low in front—many have trimming in the back to give "weight"—others have brims wide enough to drop a little in the swagger manner—many are made feminine with flat velvet flower trims. In a complete assortment of new straws—new colors—all headsizes.

*Feminine Types Are Also Here in
Abundance, at This Low Price—\$1.59*

—Downstairs at Ayres.



This Beautiful "KABO"

Girdle-Brassiere
Is a Fashion Necessity
for Larger Women

*Surprisingly
Low Priced!* **\$5.00**

Your corset is the foundation of your entire wardrobe and is essential to good appearance. For this reason, great care should be exercised in selecting the proper garment. This "KABO" girdle-brassiere was especially designed to meet the needs of larger women. The body is rayon broadcane, with bust sections of silk Tricot. Has elastic inserts to permit freedom of movement, and inner belt over the diaphragm. Odd and even sizes.

—Downstairs at Ayres.

Do Your Heels Have "Teeth"? . . . This Positive

HEEL GUARD

*... Is Another Reason Why
More Women Are Wearing*

Substandards of

REAL SILK

De Luxe Hosiery

2 Pairs 80c



Women who do not wear Real Silk De Luxe hosiery must always be alert—constantly watching for the ruinous holes, and runs that originate in the heels of their stockings! IT ISN'T NECESSARY! Turn to Real Silk, and "be at ease"! The Real Silk "HEEL GUARD" solves your problem! Just a tiny, almost-invisible extra reinforcement—exclusive with Real Silk—but it protects the beauty of your hose! —Downstairs at Ayres.

There's **QUALITY** and **FASHION** in These

Dresses for Women

Who Wear Sizes 40 to 54

*And They
Cost
Only*

\$6.95

There is no reason why women with larger figures should be "expensive to dress"! If YOU are such a woman, and you have had difficulty in finding dresses that really fit you—in up-to-the-minute fashions—at a price you can AFFORD . . . then it will be profitable and PLEASANT for you to visit Ayres' Downstairs dress department! Dresses with slenderizing lines are here—in beautiful materials—new jacket and cape styles—new prints—lots of navy and black and beige!

LEFT—Heavy sheer frock in beige. The cape sleeves and yoke have net open work. In size 44.

★ ★ ★

CENTER—Embroidered navy blue triple sheer fabric makes this smart frock; loose revers give the appearance of a jacket. Size 40.

★ ★ ★

BELOW—A beautiful tie-back style with big cape sleeves; heavy sheer print on beige grounds. Size 24½.

—Downstairs at Ayres.



Comfort and Beauty

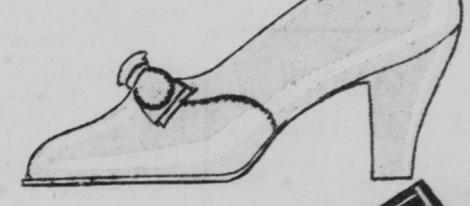
Are the "Siamese Twins" of These

*American Girl
SILHOU-WELT SHOES*

At a 20% Discount! **\$3.95**

Only a few more days in which you can buy these famous shoes at this special Birthday Sale price! Remember: It is the shoe that is "light and dainty as a dancing slipper—yet sturdy and comfortable as a walking shoe"! Offered in a wide range of beautiful new spring styles, including perforated oxfords and straps, new pumps and step-in pumps, and smart new ties. In blue, black, white, brown, or beige. Sizes 3 to 9—AAAA to C. Exclusive in Indianapolis, with—

—Ayres' Downstairs Store.



AYRES' DOWNSTAIRS STORE