



Only Two More Days of This Great Value-Giving Event!

BIRTHDAY SALE

TIME is going fast! Only TWO MORE DAYS remain in our great 13th Birthday Sale! And we want to impress upon every Indianapolis woman the importance of SEEING FOR HERSELF the very fine values that are being offered in this convenient "Department Store On One Floor!" Here is a real OPPORTUNITY to outfit every member of your family with new Easter clothes at definite, worthwhile SAVINGS! Every sale item is of Ayres' standard quality, in good fashion, and will give DEPENDABLE service!

Hundreds of Gay, Young DRESSES

That Are Eager to "Go Places"
—at a Tempting Sale Price!

\$3.95

Want a new dress for Easter? ... for business wear? ... for general street wear? ... for informal afternoon "get together" occasions? If you say "yes" to any of these questions, we say "Choose from this BEAUTIFUL new group—and save lots of money!" There are clever new jacket frocks; dainty shoulder capes; cape sleeves; crisp white neckwear; lots of interesting buttons; demure little puff sleeves; and smart color contrasts! Sizes for juniors, misses and women!

—Print Combinations
—Gay Spring Prints

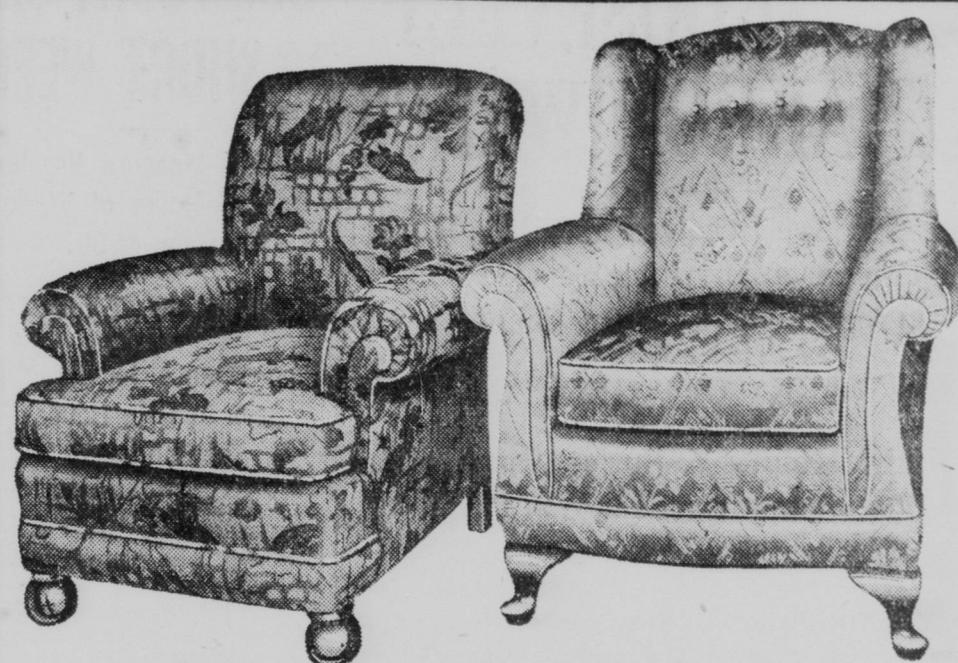
—Heavy Sheers
—Rough Crepes

300 Better Dresses Reduced

Every one of the dresses in this group was taken from higher priced stock and drastically reduced for clearance! Fashions suitable for any daytime occasion. Fine values!

\$3.00

—Downstairs at Ayres.



Ayres Downstairs Store's New
Furniture Department Presents

Big, Comfortable Lounge Chairs

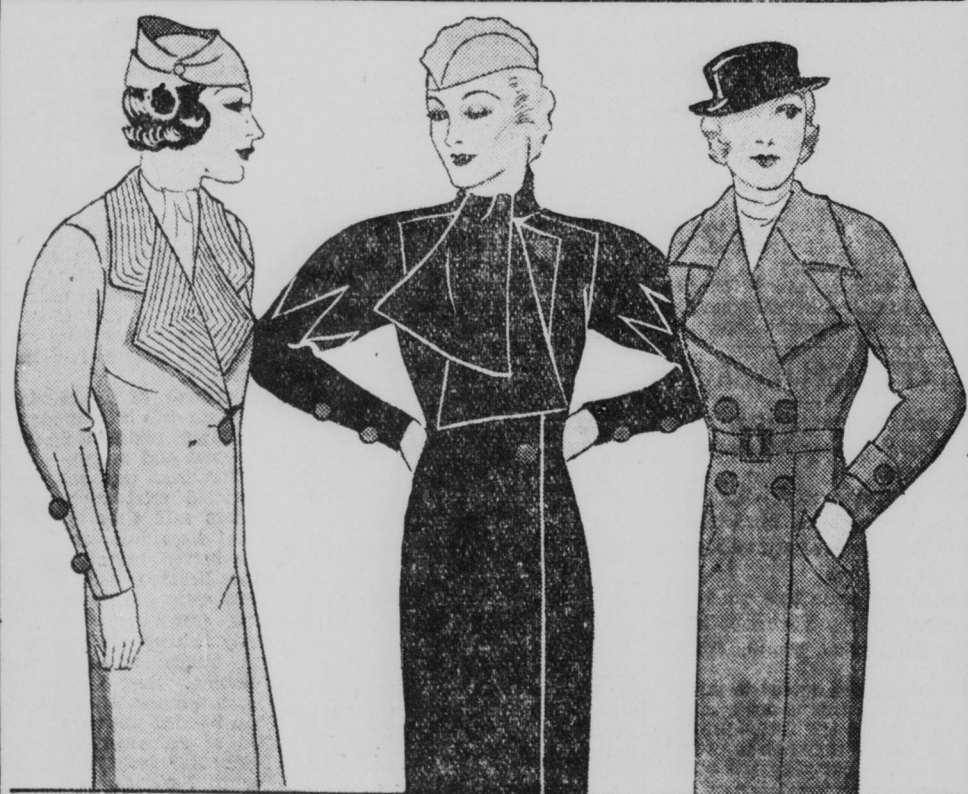
(Made in Indianapolis—By Madden)

For Only— **\$16.95**

We are "new" in the furniture business—but we have already discovered that the name "Madden" is to upholstered furniture, what "sterling" is to silver! It means QUALITY and BEAUTY! See these chairs TOMORROW! Note the beauty of their fine tapestry coverings! Sit in them and see how utterly comfortable! Let us show you their "battleship" construction.

3-Piece Maple Bedroom Suites ... \$34.50
2-Piece Living Room Suites ... \$49.50 to \$69.50
8-Piece Dining Room Suites ... \$59.50

—Downstairs at Ayres.



Here's a Real THRILLER!

New Spring Coats

For Sports and Utility Wear

For Only— **\$5.95**

Now there's no reason for ANY woman denying herself the joy of owning a new spring coat! A big, new shipment of coats has just arrived that will amaze you with their smartness of line, and their quality! They are mostly in sports and general utility styles—polo coats, attractive basket weaves, etc. With self-scarfs, wide, stitched revers, notched lapels. In sizes for misses and women.

—Downstairs at Ayres.

SUBSTANDARDS of

REAL SILK DeLuxe Hosiery

... The Only Stocking in the World
With These Ten Protective Features!

1. 100 % FRESH SILK!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple-Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Gremine-Sealed Silk Yarns!
9. TWO-Way Run-Stop!
10. Positive Heel-Guard!

SUPER-VALUES at This Low Price!

2 Pairs **80c**
1 Pair, 45c

—Downstairs at Ayres.



Friday Only!

Fast Color

Hooverette Aprons

44c Each

Crisp, fresh new Hooverettes—just taken from their wrappings in time for this special one-day sale! They are full cut, roomy affairs that wrap around with a generous lap. In beautiful spring prints—with self ruffles or crisp organdie ruffles and piping. Sizes for misses and women.

Wash Dresses, 50c

A fine assortment of useful and mantrously styles. In smart fast color prints. Sizes 14 to 32.

—Downstairs at Ayres.

There's Still Time to Sew for Easter!

SALE! Friday Only! Silk Crinkle Crepe

Tomorrow for the first time, we offer this fine ALL-SILK CREPE at a great saving! It is the season's fastest-selling, most popular silk—for dresses, blouses, negligees, etc. In these smart spring colors:

49c Yard

—White
—Black
—Taillour Blue
—Eggshell
—Hyacinth
—Nugget Gold

—Yacht Blue
—Vapor Gray
—Crane Gray
—Jadestone
—New Rose
—Cielo Blue

—Bermuda
—Chalk Pink
—Apple Red
—Peach
—Orange Flame
—Deep Pink
—Downstairs at Ayres.

DON'T Take Chances!

Trade In Your Old, Dangerous
Tires for New, Safe, Durable

GENERAL TIRES

Wet streets and old, treadless tires! That's a deadly combination that the most expert driver can't combat! DON'T take chances! Equip your car TODAY with brand new GENERAL TIRES. Prices are especially low right now—and you can use your Ayres' charge account—or buy on our convenient, special credit terms!

100% Pure Pennsylvania
'Perma-Flo' Motor Oil

6-Qt. Can ... 98c 5-Gal. Can ... \$2.69

"Perma-Flo" is made from the finest crude oil in the world—meets every scientific test. A perfect motor oil, guaranteed for 1,500 miles.

Protect Your Car Upholstery with
Gales' Auto Seat Covers

For Coupe or Roadster ... 79c For Coach or Sedan ... \$1.59

Sturdy, well made covers in a good selection of patterns. Adjustable to fit any make of car. Made in Indianapolis.

—Downstairs at Ayres.

AYRES' DOWNSTAIRS STORE