



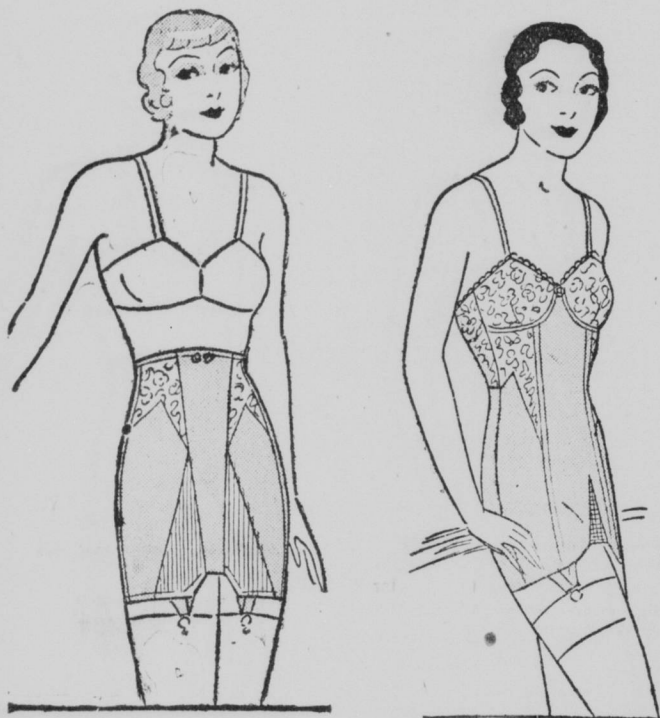
BIRTHDAY SALE!

Saturday Is the LAST DAY—Outfit

GOOD NEWS!

Miss E. A. Swanson
Expert Stylist from KABO...

will return to Ayres Downstairs Store Corset department for one day—Saturday only! You are cordially invited to bring your corsetry problems to her. There is no charge, and no obligation to buy. However, Miss Swanson will gladly show you just what type of KABO foundation garment you need. Dozens of models to choose from!

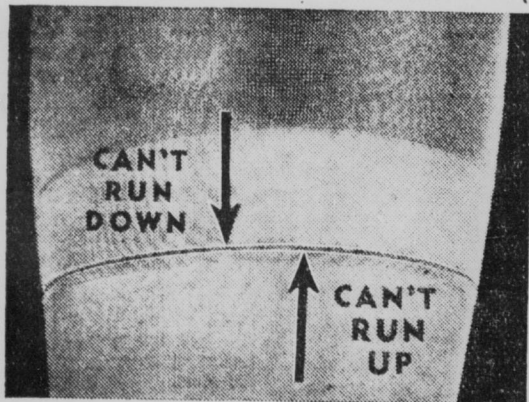


Perfect-fitting girdle for women who need little support. Has lace-trimmed batiste front and two-way stretch elastic back. Extremely comfortable! Will not "ride" up nor down.

\$3.50

For the slender, average figure, this KABO girdle brassiere is ideal. Batiste front, gorgeous lace top. Back of genuine "Lastex" two-way stretch elastic.

\$5.00



No Other Hosiery at Any Price
Is Protected by This

TWO-WAY Run-Stop

Another Reason Why You Should Wear Our

Substandards of
REAL SILK

De Luxe Hosiery

2 Pairs 80c

(First qualities sell at \$1.35 and \$1.75 a pair).

"Run-Stops?" ... Sure! Lots of hosiery brands feature them—but it remained for Real Silk to develop a positive TWO-WAY runstop! It is an absolute DEADLINE for runs! If they start above, they can't run down! If they should start below, they can't run up! Just a simple little device—but it cuts down your hosiery bills! Real Silk Deluxe substandards are sold in Indianapolis only in—

—Ayres' Downstairs Store.

Tomorrow! Beautiful Fur-Trimmed Easter Coats

Just Arrived in Time for Saturday!

Last Saturday we almost sold out of coats! Sunday our buyer rushed to New York with instructions to bring in PLENTY of coats for tomorrow's selling. They are here! Every one carefully chosen to conform with the fashion trend in Indianapolis—every one a "best-seller"—many with beautiful fur trimmings—some with detachable furs—some with detachable cloth scarfs or capes. And remember! Tomorrow is the last day you can buy them at this special Birthday Sale price.

\$13.75

—Downstairs at Ayres.



On Easter You'll See Lots of Jacket Frocks

The popularity of jacket frocks knows no bounds! There's a real frenzy for them in Paris—and a frenzy for them in Indianapolis, too! We've found that five out of eight women prefer them! Choose yours tomorrow, for Easter. There's a dozen types you can choose from. Flare-back jackets—jackets with cape sleeves—fitted jackets—pleated-back jackets—longer swagger jackets—jackets in plain colors or prints. Of course, there are dozens of beautiful, feminine-looking frocks without jackets—at this special Birthday Sale price—

\$6.95

- Gay New Spring Prints
- Prints-and-Plain
- Lots of Navy Blue Crepe
- New Crinkle Crepes
- New Heavy Sheers



SIZES

14 to 20 for Misses
38 to 44 for Women
36 to 54 for Larger Women

—Downstairs at Ayres, Where Fashions are Less Expensive!

