



# The Indianapolis Times

AYRES  
DOWNSTAIRS  
SPECIAL  
SECTION

INDIANAPOLIS, WEDNESDAY, MARCH 21, 1934

**Ayres Downstairs Store's**

## **Pre-Easter SALES**

**Will Make Your Entire  
Family Fashionable On  
Easter + + + For VERY,  
VERY LITTLE MONEY**

**S**PRING is in the air! And mankind, along with all of Nature, is eager to bud forth in bright colorful new apparel! Easter is at hand! The season of renewed life and rejoicing! Plan NOW to let YOUR rejoicing manifest itself in the form of new apparel for your entire family!

Tomorrow, Friday and Saturday many very special values will be ready for choosing in Ayres Downstairs Store. However, price is not all! This year Fashions take on new meaning . . . more beautiful, more wearable, more comfortable! And every piece of merchandise in our stocks measures up to high standards of QUALITY! Plan to shop tomorrow! You'll find it SO delightful to shop in a store that maintains such COMPLETE assortments of EVERYTHING for your whole family.

**Downstairs at Ayres**