

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

Don't Be a "Panty-Waist"!  
**Wear Athletic Shorts**  
Specially Built for HE-MEN!

They Are  
**"Committee Bought"\***  
That's Why We Can Sell Such  
Quality for Only—

**25¢ EACH**

★ **"Committee Bought"**

... means that you are getting the very finest garment available at the price! A committee of "high-power" buyers from 20 of America's greatest stores set up the most exacting specifications—and then buy in such tremendous quantities—that the maker selected, is able to slash the price! Ayres is a member of this buying group! Watch for more "committee - bought" items!

"Why don't stores sell shorts a he-man can wear without bustin' out the seat in a week?" We were asked this question some time ago... and this specially-made group of shorts is our answer! It's a GOOD short! Made extra long in the legs—extra full in the seat (so a he-man can really move)—made of extra sturdy broadcloth—in FAST COLOR fancy patterns—elastic side inserts to "take up the slack" before meals—easy-fit front waist yoke. And they are PRE-SHRUNK so they will still fit after washing. Sizes from 28 to 44.

**"Committee-Bought" Athletic Shorts**  
Equally durable are our fine combed cotton shirts! Soft and absorbent! Perfect fitting! In sizes 34 to 44. **25¢**

—Downstairs at Ayres.



Thanks a Lot "Esquire" for Your  
Permission to Reproduce This Picture  
From Your March Issue!



**Note:** The Jolly Old-Topper Pictured Here Did NOT Buy His Shorts in Ayres Downstairs One-Stop Men's Shop!... Our Shorts Would Have Covered His Tummy! Ne'mind! He'll Learn!

This Week We Introduce Our New

**PAINT**  
DEPARTMENT  
with an **Opening Sale**

Phone and Mail Orders Promptly Filled Call RI. 9441

PLAID BRAND  
**Spar Varnish**



**\$1.00**  
GALLON

Use it inside or outside. Will not peel, chip, crack or scratch white. Dries to a high gloss overnight.

Our Best Quality—PLAID BRAND  
**PURE House Paint**



**\$3.00** Gal.

89¢ Qt.

Our best quality house paint will cover 360 to 400 square feet of surface, two coats. Choose from all colors and white. Home owners, contractors, painters take advantage of this very low price.

PLAID BRAND  
**SCREEN ENAMEL**



HIGH LUSTRE

**29¢** Qt.

Will not clog the mesh. You can also use this for the frames. Special for opening week only. Black only.

**Clear-Away of Men's Better 2 Pants SUITS**

Suitable for Wear Right Now!  
All of Enduring Quality!

**\$15.95**

Grays  
Tans  
Checks  
Stripes  
Browns  
Oxfords

Pleated Belt  
Backs  
Patch Pockets  
Single Breasted  
Double Breasted  
Sport Models

Three cheers for this sale! It offers more VALUE and more QUALITY than you'd ever expect for \$15.95. Light and medium shades for wear right now and this summer. Many sport models included... some with belted backs, and that is sweet news for younger men. The styling is perfect, the tailoring impeccable... and the fabrics... just you come in... they're far better than \$15.95 indicates. Sizes for men and young men.

—Downstairs at Ayres.

**Sanforized Cotton Summer Suits**

It won't be long now! With temperatures in the 80's you'll soon need one (maybe two) of these C-O-O-L summer suits! Take advantage of this advance SALE—TODAY! Every suit is tailored to fit... and they're fully Sanforized (will not shrink!).

**\$5.95**

**Men's Cotton SLACKS**

Freshrunk seersuckers and striped cottons. For men and young men.

**\$1.19**

—Downstairs at Ayres.

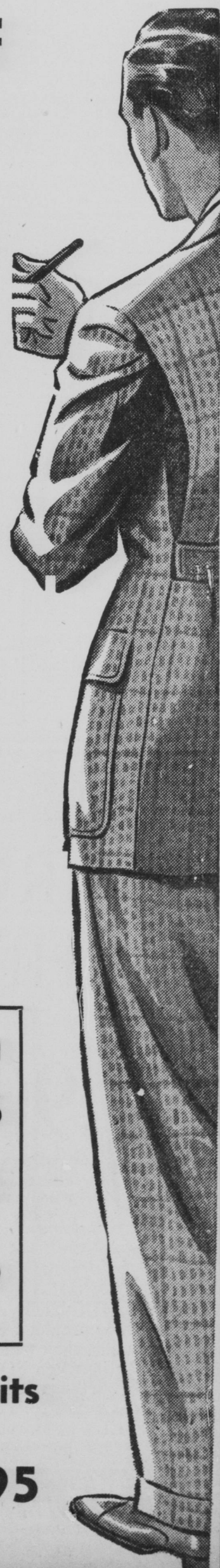
**High School "Prepster" Suits**  
WITH TWO TROUSERS

Belted backs, single-breasted, double-breasted models. Choice of tans, grays, checks, herringbones, chevrons, blues and oxfords. That's the reason "young men about town" come to the "Prepster" shop first. Sizes 31 to 36.

**\$10.95**

—Downstairs at Ayres.

Sizes 31 to 36



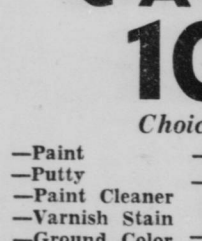
PLAID BRAND  
**Flat Wall Paint**



**\$1.19**  
GALLON  
59¢ Quart

Flat wall paint for walls and ceilings. Choice of cream, ivory, buff, pink, blue, gray, green and white.

PLAID BRAND  
**HOUSEHOLD C-A-N-S**



**10¢ EACH**

Choice of  
—Paint  
—Putty  
—Paint Cleaner  
—Varnish Stain  
—Ground Color  
—Clear Varnish  
—Four Hour Enamel  
—Screen Enamel  
—Stove Pipe Enamel  
—Touch-up Enamel  
—Brush Cleaner  
—Wallpaper Cleaner

PLAID BRAND  
**LINOLEUM LACQUER**



**59¢**  
QUART

Dries in just 30 minutes. Makes your linoleum look like new and easy to keep clean. Specially priced.

PLAID BRAND  
**Varnish Stain**



Quick Drying

**59¢**  
QUART

Both varnishes and stains in one operation, giving a pleasing finish that imitates hard wood. 5 natural wood colors.

PLAID BRAND  
**Porch and Floor Enamel**



Will Stand the Gaff!  
**59¢**  
QUART

A very fine exterior paint for porch floors. Will stand the gaff of scratching feet and repeated washings.

Brighten Up With PLAID BRAND  
**Kitchen Gloss Enamel**



**\$1.00** HALF GALLON

59¢ Qt.

Our favorite wall and woodwork finish. It's very economical, costs but very few cents. Wears extra well. It's washable, easy to brush, spreads easily and leaves hardly any brush marks. Dries hard over night with a beautiful gloss. Choice of 6 beautiful colors and white... any one the proper color for YOUR home.

PLAID BRAND  
**Ready-Mixed Paint**



**\$1** Gal.

White and 15 Colors

This paint comes in 15 colors and white. We ask you to compare the weight of this paint with others around this price... you'll soon find ours is far above the average.