

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

★ (REGISTERED)



## The New Spring HATS

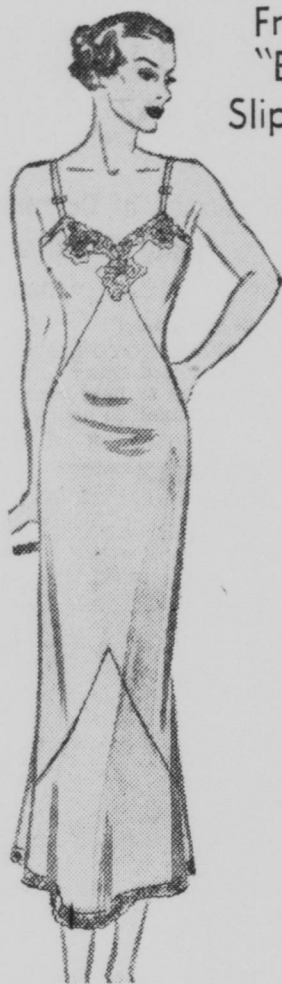
Are Feminine, Frivolous and Flattering

The new spring hats are feminine, frivolous and flattering... with a "something about" them that make people look in your direction twice. This popular priced group of hats has every style, every color and most every trim that your heart could desire. Brims, Bonnets, Sailors, Turbans, Off-the-Face styles are but a few in this varied collection. See the others tomorrow.

Blacks  
Navys  
Browns  
Greens  
Reds  
Grays  
Yellow  
Pink  
Blues

They Cost Only  
**\$1.00**  
EACH

—Downstairs at Ayres.



Friday We Offer Two  
"Best Sellers" in the  
Slip Family! They're Both

## PANEL SLIPS

... Both Priced at

**\$1.39**  
EA.

SILK CREPE SLIPS—California V or straight lace tops and hems. Bias cut. Trimmed with beautiful and lavish laces. Tearose and white colors in sizes 34 to 44.

BEMBERG SLIPS—Choose from various styles, tailored or lace trimmed. The laces are lavishly used and are very delicate and lovely. Sizes 34 to 44 in group.

—Downstairs at Ayres.



Fashion Minded? Budget Minded?  
Then These Styles Are for You!

## Spring Dresses

**\$3.98**

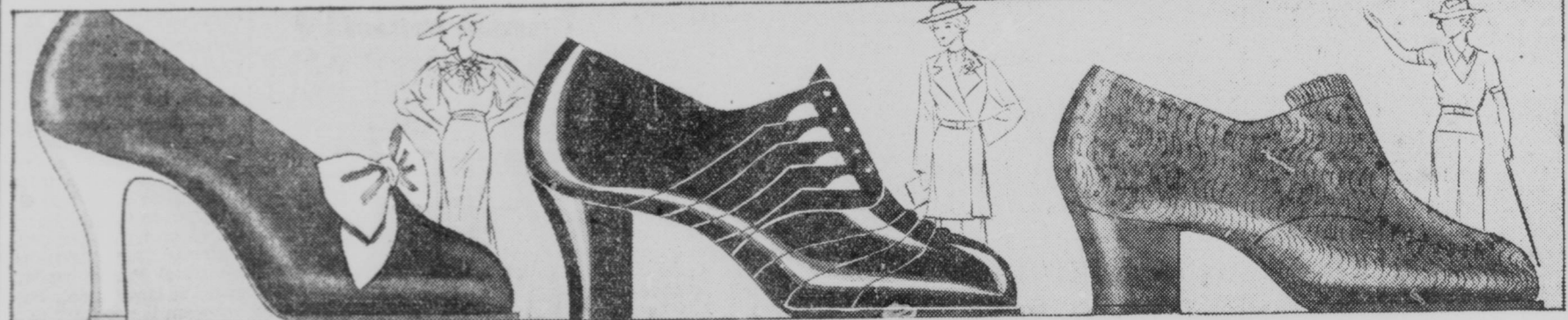
We've hundreds of the new Easter Frocks... high in fashion interest... but low in price! If you're looking for a new Jacket Frock, a new print, a new pastel print, a black and white combination, a navy blue, in fact any style that is smart and that you can mention... then visit the Downstairs Dress Section first... for what's new at a popular price! Sizes for women, misses and juniors.

Daytime  
Afternoon  
Office  
Campus

Sports  
Polka Dots  
Prints  
Navys

Jacket Frocks  
Pastels  
Combinations  
Plain Colors

—Downstairs at Ayres.



If You Want **Smart Style** ... at Very **Low Cost** ...

Then You Just Must See and Try Our New

## "199 Special" Shoes

Dress Shoes—Sports Shoes  
and Arch Support Shoes

**\$1.99**  
PAIR

"199 Special" Shoes is a new group of popular priced shoes for every daytime occasion. Here you'll find one of the very best selections we've ever offered. 35 styles to choose from. All the popular colors, white, black, brown and blue. All the nicest and smartest models in pumps, straps, oxfords, ties, perforations and fancy stitching. All sizes from 3 to 9, widths AA to C.

Pumps  
Straps  
Ties

Oxfords  
Perforations  
Fancy  
Stitchings

White  
Blue  
Black  
Brown

—Downstairs at Ayres.



Priscilla Ruffled or Tailored Styles in

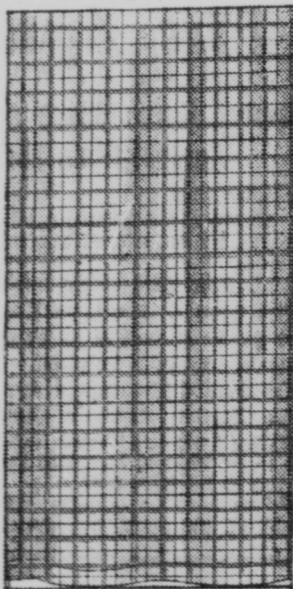
## CURTAINS

**59¢**  
PAIR

PRISCILLA ruffled style, full 32-inch width to each side. Pretty styles with a wide ruffle and a wide ruffled cornice top. Ready to hang. Ecru color in French marquisette.

TAILORED styles in square mesh. Extra heavy glass curtains in light ecru or solid color shades in rust and green. Ready-to-hang.

—Downstairs at Ayres.



Sew Your Own and Save!

## Remnants of Wash Goods

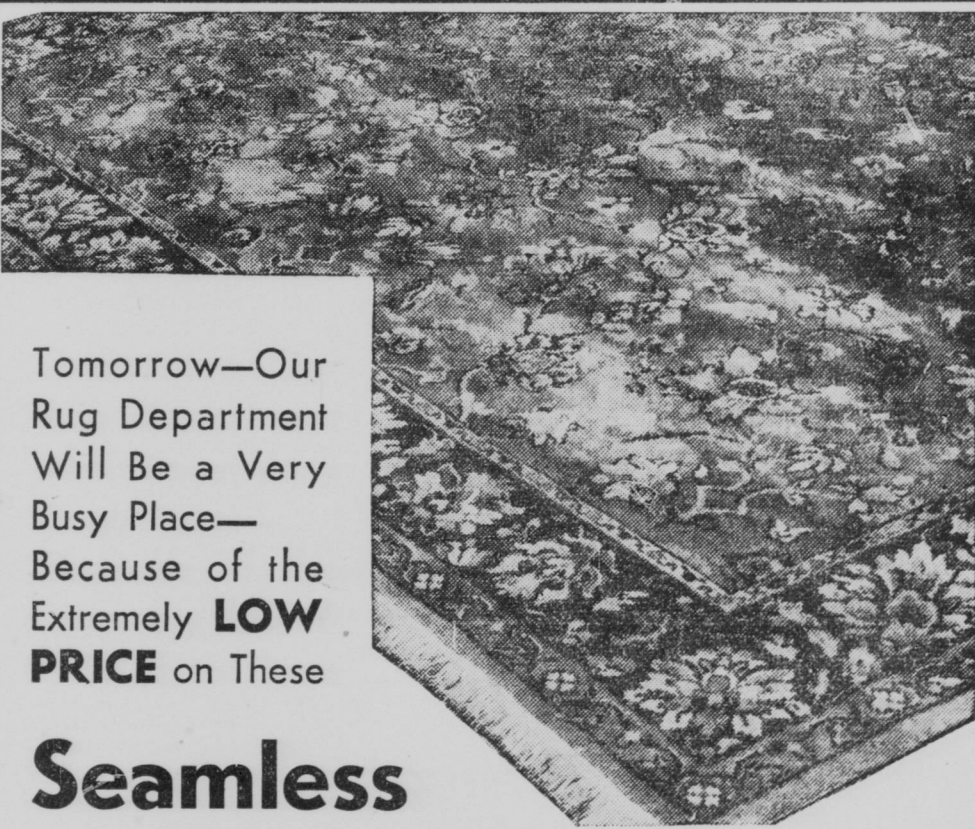
White  
Colored  
Broadcloths  
Linenes

**10¢**  
Each

Piques  
Muslins  
Sutings  
Plain  
Materials

Wash goods remnants in approximately one-yard lengths. Any one piece of these fine remnants sell for just 10¢ regardless of the size, material or color. Better hurry down early... for the choice of the group.

—Downstairs at Ayres.



Tomorrow—Our  
Rug Department  
Will Be a Very  
Busy Place—  
Because of the  
Extremely **LOW**  
**PRICE** on These

## Seamless VELVET RUGS

Classed as **\$17.95** 9x12 Size  
Imperfects! 8.3x10.6 Size

Beside the price appeal of these rugs... you'll find they have eye appeal as well. Seamless Velvet Rugs in Persian patterns of red and taupe. Patterns and colors both smart looking and practical for any type home and room. You'll also find that these rugs will give you as long service as the perfect rug at a much higher price.

—Downstairs at Ayres.

It's Time to Clean Up! Paint Up! Use **PLAID BRAND** Paints, Enamels, Varnish

Plaid Brand—"Safe-to-Buy"  
Linoleum Varnish, Qt.  
The new type linoleum finish can be brushed or wiped on! Takes the rub out of scrubbing! Easy to clean.

**69¢**

Plaid Brand—"Safe-to-Buy"  
Ready-Mixed Paint  
Exceptionally good paint for dozens of uses at this very low price. Gallon—

**\$1.19**  
GAL.

Plaid Brand—"Safe-to-Buy"  
Quick Dry Enamel, Qt.  
In the new pastel colors and white. Easy to apply. Durable and washable high gloss. For any surface.

**59¢**

Plaid Brand—"Safe-to-Buy"  
Linoleum Lacquer, Qt.  
Dries in 30 minutes to a hard, glossy, washable finish. Easy to apply.

**69¢**