

# The "BUY WAY" OF INDIANAPOLIS

## AYRES DOWNSTAIRS STORE

★ (REGISTERED)

Tomorrow We're Ready With—

- 15 Different New Models!
- Your Favorite Style!
- Your Size, 3½ to 10½!
- Your Width, AAAA to EEE!

*American Girl*  
**White Shoes**  
**\$4.95**  
**PAIR**

Pumps  
 Straps  
 Oxfords  
 Ties

Sport Heels  
 Medium Heels  
 Brown and  
 White  
 Punchwork  
 Perforations

Your new white shoes will come from this complete selection of American Girls ... ready for you tomorrow! From all indications, WHITE, will be the "Top" for summer shoes. From all indications, your wardrobe will have at least several pairs. To start off on the right foot, you'll choose American Girl white shoes. They're smart and they're comfortable and they'll give you service all summer long. Tomorrow choose your style from this complete assortment at this economy price.

*Exclusive With Ayres' Downstairs Store in Indianapolis!*

Perhaps You Didn't Know—But  
 Ayres Downstairs Store Has a  
 Marvelous Assortment of

**Large Headsizes**  
**HATS**  
**\$1.98**



Brims  
 Sailors  
 Bretons  
 Fabrics  
 Straws  
 Felts  
 Flower Trims  
 Fruit Trims

All colors  
 and Pastels

For your convenience we have this marvelous assortment of large headsizes hats separated into a "Large Headsizes Section." Here, you'll find styles, flattering and youthful! Rich colors and pastel hues. Bretons, wide and small brim hats, with trims of every description, including that very new fruit trim.

—Downstairs at Ayres.

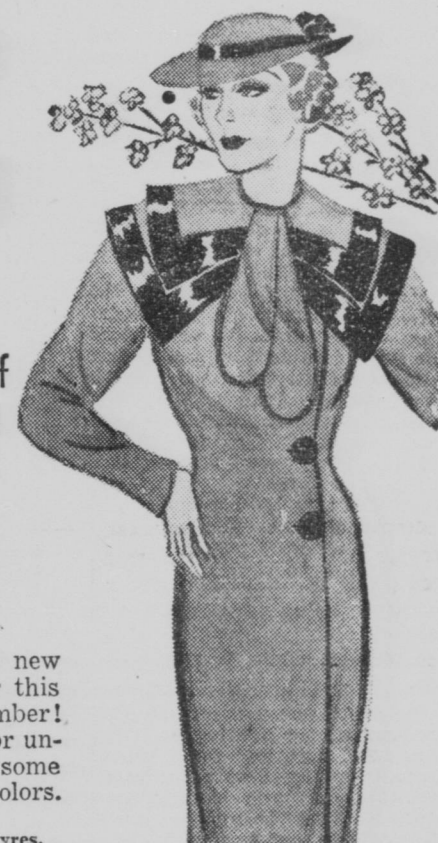
**CLEARANCE!**  
**New Spring**  
**COATS**

Sharp Reductions on Our Entire Stock of  
 Sports and Dressy Type Spring Coats!

**\$14.90**

Don't hesitate another second about buying that new spring coat! Plan to be here early tomorrow for this Clearance of Coats at savings that you'll remember! Choose from sports or dress styles. Fur trimmed or untrimmed. Many have detachable cape collars, some blouse backs. Plaids, checks, navy, black, beige colors. Sizes 14 to 44 and 11 to 19.

—Downstairs at Ayres.



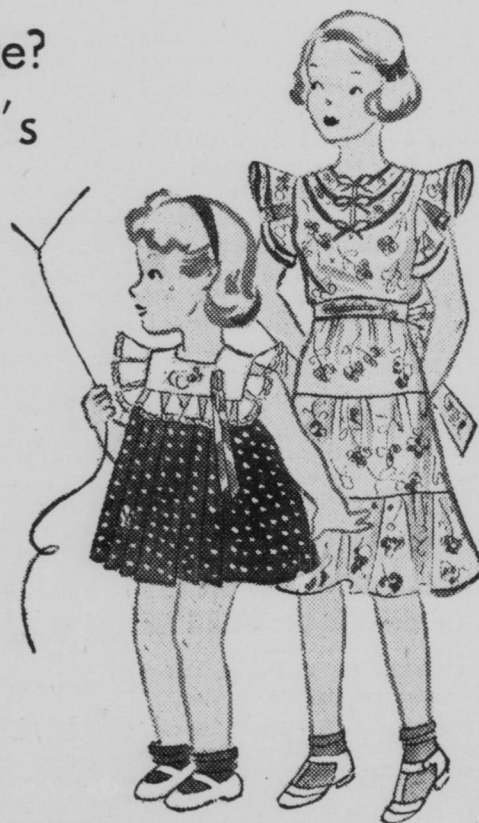
Do You Demand Style—Quality—Low Price?  
 Be Sure to Ask for These Children's

**"Cinderella"**  
**Wash Frocks**

Sizes From  
 3 to 6½  
 7 to 16  
**\$1.15**  
 EACH

"Cinderella" frocks for children in sizes from 3 to 16 have everything you demand. Styles, yes! The famous "Cinderella" style. Frilly or tailored. Quality, yes! Each garment made from good materials in floral prints, novelty sheers, lawns and dimities. Low price, yes! Considering style and quality, this price is very low.

—Downstairs at Ayres.



To Wear Under Your New  
 Half-Size or Large Size Dress!

**"KABO"**  
**Foundations**

For the Matronly Figure!

**\$3.50**



This Kabo garment for the matronly figure will work wonders in giving you that youthful and slender figure. It's made of fancy batiste with an inner-belt and form-fitting bust of tricot. At the sides it has a knitted elastic section. Elastic shoulder straps, too, to give you more comfort. Sizes 34 to 46.

—Downstairs at Ayres.

Now—You Get Irregulars of

**REAL SILK**  
**OUTSIZE HOSE**

De Luxe Styles in Either  
 Chiffon or Service Weight!

SALE  
 PRICED  
 AT—

**69¢** Pair  
 (2 pair \$1.35)

Usually Outsize Hose sell for much more ... but tomorrow all you have to pay for them is 69¢ a pair or 2 pairs for \$1.35. These outsize hose are full-fashioned and have many of the De Luxe features that we tell you so much about in our advertising and which gives them long wearing qualities. Sizes 9½ to 10½.

—Downstairs at Ayres.

We Have All the Smart Answers for the  
 Women Who Wear Sizes 16½ to 24½ and  
 40 to 52—In This Youthful Looking Group of  
**SPRING DRESSES**

**\$3.98 to \$7.98**

We take great pride in this collection of Dresses for women who wear a large size or half size dress. We take great pride in the fact that every dress is charming, flattering and very youthful looking to the wearer. Many women depend upon us for these dresses, because they know they can get the size they wear in the color and style they want. You can rest assured that you'll find just what you want Downstairs at Ayres.

—Downstairs at Ayres.

