

The "BUY WAY" OF INDIANAPOLIS* AYRES A DOWNSTAIRS A STORE

(REGISTERED)

FRIDAY IS BARGAIN SHOPPING DAY!



—Downstairs
at Ayres
Where Correct
Fashions
are LESS
Expensive!

SHOP AND SAVE ON FRIDAY!

Men's Shirts and Shorts ... 6 for \$1.00

The SHIRTS are a fine combed lisle knit that will fit the body snugly. Sizes 34 to 46. Irregulars. The SHORTS are vat dye fabrics with full-cut balloon type seat. Elastic at sides. Sizes 30 to 44 in the group.

Men's Socks
8 Pr. for \$1.00

Fancy patterns in new light patterns with double sole and double heel construction. Irregulars. Sizes 10 to 12.

Union Suits, 2 for
Spring weight with short sleeves, ankle length. Snug fitting and in sizes 36 to 46. Irregulars.

—Downstairs at Ayres.



Here's Comfort at an Odd-Penny Price!

Arch-Support SHOES

... That Will Give You
SERVICE—for Only—

\$1.99

PAIR

Do you need a pair of comfortable Arch-support shoes at a price you can really afford? Do you demand good service? Then we recommend these shoes as the best "buy" for your money. They're made with soft kid uppers and have durable long-wearing soles. The arch-support feature is well made and allows for comfort and good snug fit. Leather Cuban heels with rubber top-lift. In narrow and wide lasts. Black or brown. White with wood heels.

"Corliss" Arch Shoes... \$2.99

"Corliss" Tarsal Arch Shoes are creations of beauty with new improved comfort features. Choose from 8 styles in black, blue, brown or white. Sizes 4½ to 9.

—Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

Scramble Your Own SPRING SUIT

(Or Match 'Em If You Prefer)

First:

Take a Plain or Checked JACKET

\$2.98 and \$3.98

A jacket is the starter and with this selection at two low prices you'll be able to work wonders. Choose a plain jacket in blue, brown or black flannel—a checked jacket in blue, brown or black flannel. Single breasted with action back. Sizes 14 to 20.

Second:

And Add a Plain or Checked SKIRT

\$1.98 and \$2.98

The most potent ingredient and most practical is the skirt. Choose the style and color you like best at these two low prices. All-wool flannels, crepes and tweeds in plain colors of navy, brown, black, grays. Also many novelty checks and stripes. Sizes 26 to 32.

The Result:

A smart two-piece suit, tailored and cut on manly lines. Perfect styles for spring and Easter, regardless of the way you scramble them. And the beautiful part of the whole idea is the fact that you can have a separate jacket or a separate skirt when you need one.

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

Men's Shirts and Shorts ... 6 for \$1.00

Men's Sweaters ... \$1.98

New spring styles with full zipper fronts or ½ zipper fronts with crew necks. Brushed mohair effects. Sizes 36 to 44.

Men's Work Shirts ... 39c

Blue chambray work shirts. Full cut, well tailored styles for comfort and service. Jumbo sleeves. Triple stitched. Sizes 14½ to 17.

Men's Slipover Sweaters 59c

All-wool and part wool sleeveless slipovers in assorted plain colors. Small, medium and large sizes. Irregulars.

Men's Handkerchiefs,

12 for ... \$1.00

Fine white cambric handkerchiefs. Full size with a 1-16 inch hem.

Boys' Sweaters ... \$1.19

Two-tone crew neck slipovers and fancy back ½ zipper front sweaters. Plain colors of every hue. Sizes 28 to 36.

Boys' Knickers ... \$1.19

Full lined knickers for play, school or dress. Knit grip bottom to keep them up. Grays and tans. Sizes 6 to 15 years.

Tots' Dresses ... 59c

Toddlers' pastel colored batiste handmade dresses. Have dainty and beautiful embroidery trim. Sizes 1 to 5 years.

Boys' Wash Suits ... 59c

New spring styles in smart patterns. Solid and contrasting colors. Belted or button-on styles. Sizes 1 to 6 years in the group.

Child's Rayon Bloomers,

2 for ... 25c

Children's rayon bloomers and panties in flesh color. Well tailored and cut full for comfort and service. Sizes 6 to 16 years.

Girls' Blouses ... 59c

Cotton shantung blouses for skirts or suits. White and lovely pastel colors. Sport styles. Sizes 10 to 16 years in the group.

Girls' Wash Frocks ... 59c

New spring styles and patterns. Dainty sheers and prints in many lovable colors. Sizes 7 to 14 years in the group.

Women's "Fruit-of-the-Loom" Broadcloth Slips

59c

Made of "Fruitex" tested broadcloth. Guaranteed by Good Housekeeping Magazine and Ayres for fabric construction and fit. In 3 smart styles. White or tearose. Sizes 34 to 44.

Women's Rayon Undies, 29c

Regular and stout sizes in rayon panties, stepins, bloomers. Elastic run at waist, plain tailored at hem. Tearose.

Rayon Undies, 6 for \$1.00

Plain rayon panties, stepins, bloomers or vests. Tailored or ruffle at hem. In regular sizes for women and misses.

"Seamstrong" Slips ... 59c

Women's "seamstrong" rayon taffeta slips with California V or straight lace tops and hem. Tearose color. Sizes 34 to 44.

Women's Silk Undies ... 69c

Pure silk crepe chemise, dancettes or panties. Lace trimmed chemise. Dancettes have fitted bandeaux. Panties are plain or lace trimmed. Sizes 32 to 36 and 34 to 40. Tearose.

Save on Friday!

Boys' Tweed Coat Sets

**\$1.39
Set**

Little boys' tweed coats in tan or brown mixtures. Each has a matching cap (beret). Well tailored to fit, and lined for warmth. Sizes 1 to 6 years.

—Downstairs at Ayres.



One-DAY Sale!

New Easter Hats

In 5 Spring Colors—5 Spring Styles!

**\$1.00
EACH**

—Downstairs at Ayres.

One-DAY Sale!

Irregulars of Full-Fashioned

La Sayre

CHIFFON HOSE

**49c
PAIR**

—Downstairs at Ayres.

"Nevatere" Sheets

79c Ea.

A pure finish, long wearing sheet, hemmed straight with the thread. Sizes 61x99, 72x99 and 63x99. All torn sizes before hemming.



SHOP AND SAVE ON FRIDAY!

Refreshing New Spring Dresses

New Styles That Will Cause a Lot of Excitement—For Women, Misses and the "Junior-Miss"!

\$3.98

Our complete collection of refreshing new spring dresses at this "sweet" low price offers you all the styles you like... the colors you like... in the sizes you can wear. You'll find them new and exciting and perfect for the Easter parade. Prints, navy blues, blacks with white, browns and pastel colors are just a few of the colors you'll find. Jacket types, prints, bolero effects, prints and a few redingote effects.

	Sizes:
Navy Blue Prints	11 to 19
Blacks	14 to 20
High Shades	38 to 42
Browns	44 to 52

—Downstairs at Ayres.