

# The "BUY WAY" OF INDIANAPOLIS\* AYRES DOWNSTAIRS STORE

\*(REGISTERED)

## It Costs So-o Little to Be Smartly Dressed on Easter!



SHOP AND SAVE ON FRIDAY!

### Gay New Easter Dresses

**\$3.98**  
11 to 19!  
14 to 20!  
EACH  
38 to 52!

Just 8 more shopping days before Easter! You're ready for that gay new Easter dress and you're looking for a marvelous low price. Quit your worrying for this new collection of Easter dresses will meet every need. Bright prints, navy blues, greens, black and whites, browns and pastel colors in all the latest spring styles. Sizes for women, misses and the junior-Miss.

Iris Prints  
Floral Prints  
Geometric Prints  
Black  
Brown  
Pastels  
Navys  
For Street  
For Office  
For Afternoon  
For Evening  
—Downstairs at Ayres.

Our complete Store-on-One-Floor offers you a complete selection of everything you, your husband or children need for Easter and Spring! Brand new up-to-the-minute fashions... remarkable in quality and priced very moderately to meet every requirement of the modern, practical family who 'go-by' a budget.

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#### One-Day Sale!

Stitched Crepe  
or Taffeta

### HATS

**\$1.00**  
EACH

An unusual selection of these stitched crepes or taffetas in sailors, brims, bowlers and beret styles. Perfect pals for your Easter costume in all the right, bright spring colors... black, brown, navy, gray, red, violet, maize and orange. Head-sizes for women and misses... 22 and 23. —Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

We've a Grand Easter Line-up of All the Smartest Spring Styles in

### Sports Coats

**\$13.95**

Here's a last-hour line-up of all the smartest spring sports coat styles in the colors you'll want to wear for Easter! Swaggers,  $\frac{3}{4}$ -length swaggers,  $\frac{3}{4}$ -length swaggers, double breasted reefer types, belted backs, sport backs in flannels and worsteds. Gray, coral, green, browns, tans, beige, navy and Easter-egg blue colors. Some are full lined, some have plaid backs. Sizes for women, misses and the junior-miss.

Sizes 14 to 20—11 to 19!

Swaggers  
Reefers  
Full Length  
Swaggers  
For Sports  
For Traveling  
For Driving  
For Shopping  
Blues  
Grays  
Navy  
Mixtures

—Downstairs at Ayres.



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### Brother 'n' Sister Coats

All-wool cheviots or all-wool flannel Brother and Sister coat styles with matching berets. This Easter you must dress them alike... and here is a very economical method. In navy, red and skipper blue. Sizes 2 to 6 years.

**\$1.98**  
EACH

### Tots' Washable Silk Frocks

The silk is a lovely French crepe and will take many trips to the tub. In novelty prints or beautiful high shades. Sizes 3 to 6 years in the group.

**\$1.15**

Children's Novelty Wash Frocks

**59c** Set

Complete with a "rag doll" bunny to match the dress. Novelty prints in all colors with vat dye colors. Sizes 3 to 6.

Girls' Muslin SLIPS

**29c**

A fine quality muslin with lace and embroidery trim. In white only. Sizes 2 to 14 years.

Girls' Cotton Panties

**29c**

Tots' and girls' cotton batiste panties with tailored finish or lace trim. Sizes 2 to 14 years.

—Downstairs at Ayres.

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Substandards of

### REAL SILK DeLuxe HOSE

**69c**  
PAIR

#### Beautiful Sheer Chiffons

We've eight smart Real Silk hosiery shades in beautifully sheer all-silk chiffons. Choose the correct shade to "go-with" your Easter costume... Navy, snappy, pago, distingue, toasty, dove-taupe, Burntnude and coppery tones. And remember Real Silk hose are protected by exclusive patented features for long service. Sizes 8 1/2 to 10 1/2.

Colors Navy, Snappy, Pago, Distingué, Toasty, Dove-Taupe, Burntnude and Coppery Tones.

—Downstairs at Ayres.

### We Bought!

... All of the Remaining Stock of Women's "Brownbilt" Shoes from the Young Shoe Store at Anderson — Who Retire from Business!

### Close-Out Sale! "Brownbilt" Shoes

**\$1.59 \$1.99 \$2.69**  
PAIR PAIR PAIR

We purchased all the remaining stock at a fraction of their true worth... and tomorrow we pass this immense savings along to you. Most of these shoes are NEW spring styles... they've been purchased and received in stock since January the first. Sizes 3 1/2 to 10, widths AAA to D. Come early for the best selection.

Pumps  
Straps  
Ties  
Oxfords  
Black  
White  
Blue  
Gray  
Brown  
Style Shoes  
Arch Type  
Shoes

—Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

A Remarkable Low Price for the Quality

### "Ashcroft" Shirts

**88c**  
EACH

You must have a new shirt to go-with your new Easter suit. Here's a remarkable low price on a fine quality shirt. Plain whites, plain colors and fancy patterns in many varied color schemes. Full cut styles for comfort and service. Stock up tomorrow... and be ready for spring.

Sizes 13 1/2 to 17!

Men's New Fancy Socks  
8 Pr. for **\$1.00**

Neat patterns and conservative colorings. Checks, plaid, clocks, verticles. Double soles. Some are seconds.

Men's Shirts and Shorts  
4 for **\$1.00**

Fine quality knit shirts in sizes 34 to 46. Panel rib style. Shorts have full balloon seat construction. Sizes 28 to 44.

Men's White 'Kerchiefs  
3 for **25c**

Fine white cambric. Full size with 1-1/2 inch hem. Sheer washable quality.

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### Boys' Knickers

**\$1.19**

New spring styles and patterns... smart, serviceable and wearable. Choose from blue cheviots, tan or gray cassimeres. Full lined with knit grip bottoms. Sizes 6 to 15 years.

Boys' Spring Sweaters.... **\$1.19**  
Two-tone colors with crew neck or  $\frac{1}{2}$  zipper fronts. In brushed wool effects. Sizes 26 to 36.

Boys' "Pioneer" Shirts..... **69c**  
Vat dye, full cut shirts in whites, plain colors and fancy patterns, in various colors. Sizes 6 to 14 years.

Boys' Wash Suits..... **59c**  
Full belt style in crashes, linenes and suiting. Plain or two-tone colors. Sizes 5 to 10.

Boys' Bib Overalls..... **\$1.00**  
A well made play overall in "Stifel" cloth. New spring weight. Checks, tweed effects, grays and tan. Sizes 6 to 10.

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

We've a Big Easter Line-up of Sports Backs and Double Breasted Styles in Men's New Wool Worsted

### Easter Suits

**\$13.95**

Men here are some real bang-up clothing values for spring and Easter. All-wool worsteds in smart, new patterns and colors. Styles with sports backs, the favorite Easter style. Colors in checks, grays, browns and mixtures. Sizes for all men... slims, stout, longs and regulars.

College Fashions in Young Men's "Prepster" Suits  
Sports backs, single and double breasted styles the identical types worn at Indiana, Purdue and Notre Dame. In new colors and patterns. Sizes 33 to 38.  
—Downstairs at Ayres.

