

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

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



SHOP AND SAVE ON FRIDAY!

Gay New Easter Dresses

\$3.98 EACH
11 to 19!
14 to 20!
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 Black For Street
Floral Prints Brown For Office
Geometric Pastels For Afternoon
Prints Navys For Daytime
—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, homburgs and breton styles. Perfect pairs for your Easter costume in all the right, bright spring colors . . . black, brown, navy, gray, red, violet, maize and copen. 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, 3/4-length swaggers, 1/2-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 For Sports Blues
Reefers For Traveling Grays
Full-Length For Driving Navys
Swaggers For Shopping Mixtures
—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

Brother 'n' Sister Coats

All-wool chevots 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 Girls' Girls'
Novelty Muslin Cotton
Wash Frocks SLIPS Panties
59c Set **29c** **29c**

Complete with a "rag doll" bunny to match the dress. Novelty prints in all colors with vat dye colors. Sizes 3 to 6. A fine quality muslin slip with lace and embroidery trim. In white only. Sizes 2 to 14 years. Tots' and girls' cotton balise pants with tailored finish or lace trim. Sizes 2 to 14 years.

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

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, pigo, 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, Pigo, Distingue, 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 PAIR **\$1.99** PAIR **\$2.69** 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 8 1/2 to 10, widths AAA to D. Come early for the best selection.

Pumps Black Brown
Straps White Style Shoes
Ties Blue Arch Type
Oxfords Gray 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 Men's Shirts Men's White
Fancy Socks and Shorts 'Kerchiefs
8 Pr. for \$1.00 **4 for \$1.00** **3 for 25c**

Neat patterns and conservative colorings. Checks, plaids, clocks, verticals. Double soles. Some are seconds.

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

Fine white cambric. Full size with 1-16 inch hem. Sheer washable quality. —Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

Boys' Knickers

\$1.19

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

Boys' Spring Sweaters . . . **\$1.19**

Two-tone colors with crew neck or 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, linens and suitings. Plain or two-tone colors. Sizes 5 to 10.

Boys' Bib Overalls . . . **\$1.00**

All well made play overall in "Stifel" cloth. New spring weight. Checks, tweed effects, grays and tan. Sizes 4 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 NewWool 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, stouts, 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. **\$10.98**

—Downstairs at Ayres.

