

# The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

(REGISTERED)

## Priced Low for Clearance! Broadloom REMNANTS

An Accumulation of Various Sizes, Weaves,  
Patterns and Colors From Our April Sales!

9x14.6—Rust Texture .....	\$37.50
9x14—Blue .....	\$37.50
9x9—Green .....	\$18.95
9x10.2—Frieze Burgundy .....	\$32.50
9x9.6—Frieze Burgundy .....	\$29.95
9x11.6—Burgundy Frieze .....	\$39.50
9x8.2—Wilton .....	\$26.95
9x9.2—Burgundy Frieze .....	\$27.50
9x4.3—Frieze Burgundy .....	\$11.95
5.6x9—Green .....	\$11.95
5.8x9—Frieze Green .....	\$17.95
9x7—Walnut .....	\$14.95
9x7.6—Blue .....	\$15.95

—Downstairs at Ayres.

Protect Your Rug—Add Years of Service!

## 9x12 'Ayres Nu-Life' Rug Pad

Housewives will want one of these excellent rug pads—they will add years of service to the life of your rug! They're vermin proof! Moth proof! Rip proof! And it's a bound pad, too! This live texture rug pad, made of vegetable fiber will give you splendid service! Dark brown shade.

—Downstairs at Ayres.

\$4.95 EACH

*An Entirely NEW  
and Practical Spring Fashion Idea!*

## The New MAGIC "Snap-On" DRESSES



\$5.00

Fix your hair, get your make-up set to go. Then slip into a Magic about disarranging your hair can put these new dresses ON AND OFF LIKE A COAT! No pulling over the head, either, when you're taking your dress off—a pull upward and the snaps fly open. Yet there's no danger of their opening accidentally—it takes an upward or downward pull or deliberate lifting to open them! And ALL SNAPS ARE GUARANTEED for the life of the dress! Ten New Spring styles—prints and plain crepes. Popular coat dresses—tailored or dressy types.

—Downstairs at Ayres.

on just the way you want it. Get all Snap-on dress. No need to worry dress or disturbing your make-up. You can put these new dresses ON AND OFF LIKE A COAT! No pulling over the head, either, when you're taking your dress off—a pull upward and the snaps fly open. Yet there's no danger of their opening accidentally—it takes an upward or downward pull or deliberate lifting to open them! And ALL SNAPS ARE GUARANTEED for the life of the dress! Ten New Spring styles—prints and plain crepes. Popular coat dresses—tailored or dressy types.

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Your 'Hit Parade' of Best Selling Spring Fabric Values!

## Sale! Printed Bemberg Sheers

Slight Seconds! If First Quality Would Sell for 89c to \$1 a Yard

For those who like to sew we are featuring these smart Bemberg sheers at an unusually LOW price! Although they are slight seconds, you can easily select usable lengths and profit by these savings! All BRAND new prints! We advise Early shopping for best selection!

55c  
YARD

As you know Bemberg sheers are particularly smart, this season, for jacket frocks and dresses! This delightfully sheer material is washable, too! Choose from wide spaced prints, medium and large patterns. White and pastel grounds and a few dark grounds!

Spring Sale!

Printed French  
Crepe  
55c  
YARD

Lovely light and dark colors! First Quality printed French crepe in a wide assortment of patterns. Ideal for making new spring and summer dresses!

Spring Sale!

Printed Spun  
Rayon  
39c  
YARD

This fabric is popularly known as "Spun Rayon Linen" and if sold from the bolt would cost you much more. Remnant lengths in new light shade prints. Some seconds in lot.

Spring Sale!

Remnants of Plain  
Dress Linen  
39c  
YARD

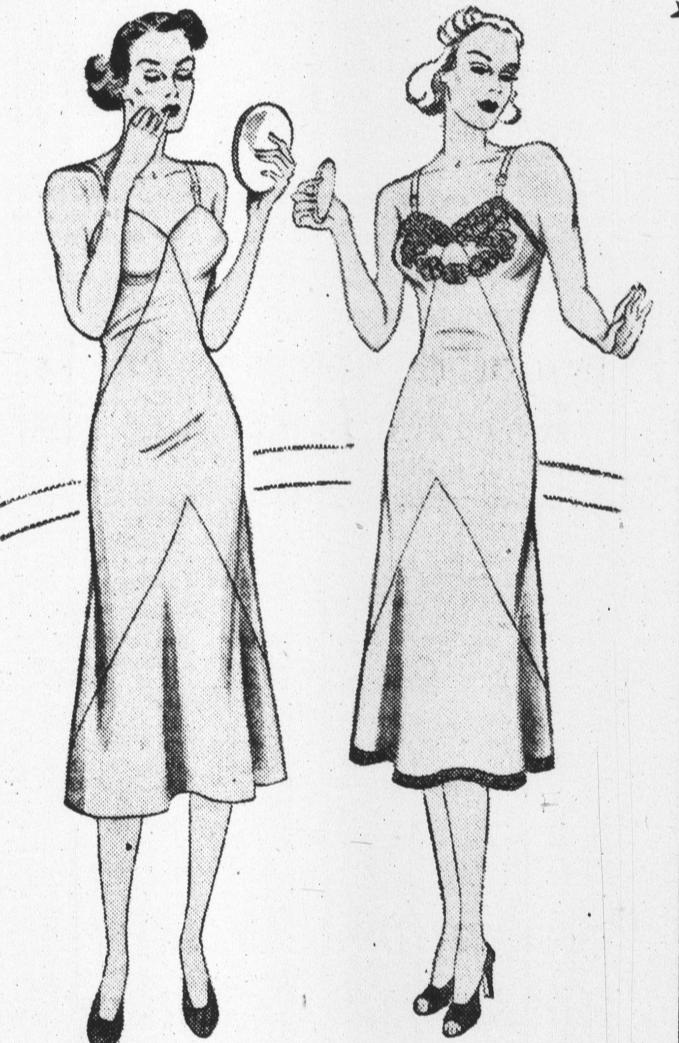
A mill's accumulation of remnants of various qualities, consists of many currently popular plain colors. Remnants, but most are dress length or larger. Some few seconds in the group.

Spring Sale!

Seconds of Plain  
French Crepe  
29c  
YARD

White, Pink and Tea Rose! The fact that this crepe is slightly irregular (which does not mar the wearing quality) and comes in remnant lengths, permits us to offer it to you at only 29c yard.

—Downstairs at Ayres.



ONE DAY SALE!

Pure Silk Crepe  
PANEL Slips  
\$1.00  
Friday Only!

An exciting One-Day Sale of women's pure silk crepe slips! They're comfortably cut and will wear and wear! Cal. V or straight lace tops or tailored models with bias cut panels. Tea Rose and White in sizes 34 to 44.

—Downstairs at Ayres.

SAVE ON FRIDAY!

"NEVERMEND"  
Silk Stockings  
39c  
PAIR

First Quality  
Chiffon  
"Knee-Highs"  
Take stock of your hosiery wardrobe, then come downtown tomorrow for these marvelous "Nevermend" Silk Chiffon or Knee-high Stockings with elastic tops. The chiffon hose are pure silk to top... Newest hosiery shades. Sizes 8 1/2 to 10.

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Answering the Summer Cry for "Wide Open Spaces"

## The Open Crown "Springster"

\$1.39  
EACH

The very spirit of youth is caught in the gay lines of this clever new hat—it's carefree as young laughter! It's sparkling with smartness, too! Turn it up in a saucy, off-the-face manner or wear it turned down in a beguiling manner. In white for wear now and the rest of the summer! Other colors, too, without open crown.

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SHOP AND SAVE ON FRIDAY!

Black or White  
"Arch-Ease" Shoes

\$1.99  
PAIR

More and more women are wearing "Arch-Ease" Shoes because they are so SMART to wear—EASY on the feet and purse alike! Strap or oxford styles in soft black kids and popular white leathers, too! Medium heels. Sizes 4 1/2 to 9. Widths AA to C. Remember these shoes have built-in arch features that assure you comfort!

—Downstairs at Ayres.



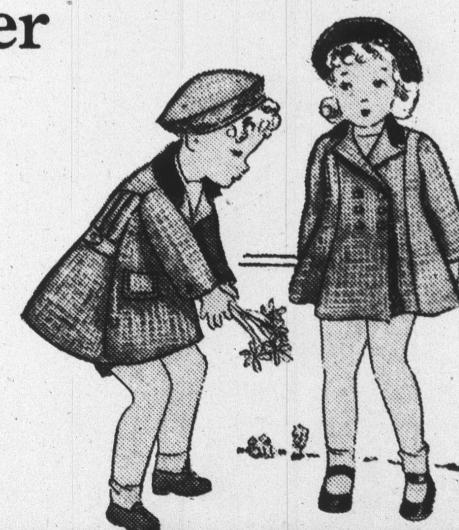
SHOP AND SAVE ON FRIDAY!

Special Purchase and Sale!

## Brother'n Sister Coat Sets

Manufacturers' Close-Out Purchase  
of Coats Selling for Much More!

\$2.99  
SET



Now-a-days it's smart to dress brother and sister alike! And mothers will welcome this exceptional sale, tomorrow! They come in novelty checks in brown and blue with cumberbund hats to match, too! Also fitted prince's coat sets in navy, red and royal. Sizes 2 to 6 years.

—Downstairs at Ayres.