

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

* REGISTERED

Friday Is Bargain Day—Savings for Everyone!

This Is a Friday Bargain—Tomorrow Only!

500 New, Higher-Priced Dresses—
Latest Style Trends—Smartest
Colors—Tomorrow Only—SAVE!

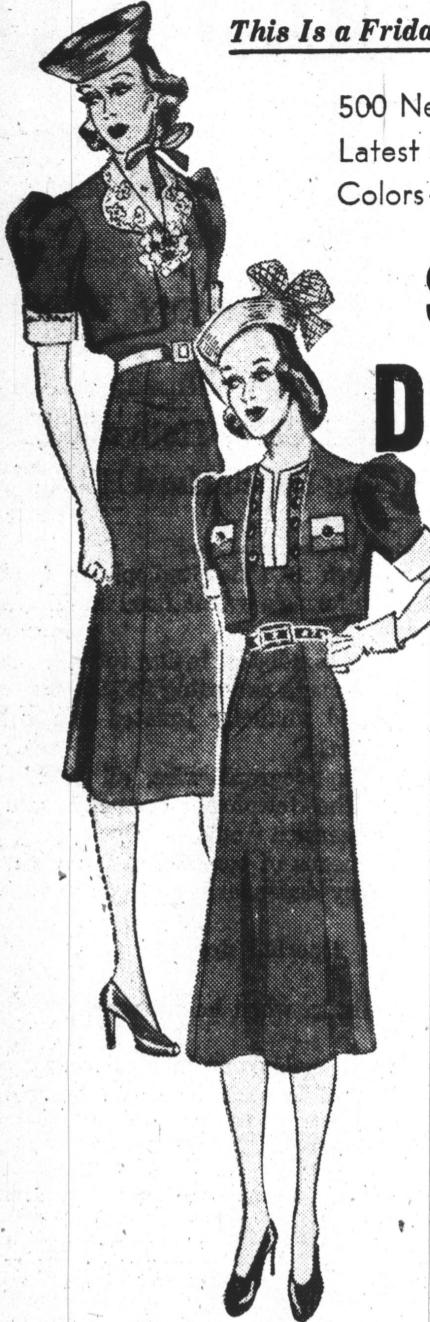
**Sale! New
DRESSES**
\$3.79
EACH

- Boleros!
- Navy and Pink!
- Gay Prints!
- Black and White!
- Print Combinations!
- Black and Colors!
- Jacket Dresses!

Tomorrow, a fashion treat for all Indianapolis women! 500 brand new dresses—the latest style trends—the newest colors, including navy with color and black with color. Also your favorite patterns in bright, vivid prints! Styles for street, for office, for daytime, for sports! Sizes for women, misses and juniors!

Sizes 11 to 17—14 to 20—38 to 52!

—Downstairs at Ayres.

*This Is a Friday Bargain! For Tomorrow Only!*

Sale! New Spring Straws

- Pedalines
- Sharkskins
- Peanut Straws

A thrilling one-day sale of spring's most important straw hat styles! Brims, sailors, beretons, off-the-face, turbans or bonnets in pedaline, sharkskin or peanut straw. Hats that are the favorites right now in Indianapolis. In all of the latest colors, including black and navy.

—Downstairs at Ayres.

A Friday Bargain—Tomorrow Only!

**New 1938 Spring Styles—
Sample Gloves**

From a "Famous Name" Maker!

- Black
- Navy
- White
- L. Tan
- Chamois

69c PAIR

All sample gloves of higher price lines. Made of "famous name" fabrics. Novelty weave rayons in popular slipon style. Sizes 5 1/2 to 8 in group.

—Downstairs at Ayres.

A Friday Bargain—Tomorrow Only!

Corliss Shoes

\$2.50
PAIR

Just 351 pair of Corliss Style or Corliss Arch type shoes in black or navy. Pumps, straps and ties in group. Sizes 4 1/2 to 9 in group, but not in each style or color.

—Downstairs at Ayres.

A Friday Bargain—Tomorrow Only!

**Women's Better
Wash Frocks**

2 for \$1.00

586 smart wash frocks in sizes 14, 16, 18, 20, 22, 24 and 26 only. Prints, polka dots and florals. All fast colors. Each 59c.

Uniforms **2 for \$1.00**

Formerly \$1.29 and \$1.69 each. Just 233 uniforms in the group. Sizes 14 to 26, but not in each color or style.

—Downstairs at Ayres.

Friday Bargains—Tomorrow Only!

Women's Pajamas

In Print Batiste or Cotton Crepe.

Printed batiste or cotton crepe two-piece style pajamas with V or square necks. Sizes 16 and 17.

88c

Cotton Crepe Gowns **50c**
Straight cut V necks. Contrasting color trim. Sizes 16 and 17. White and pink.

Women's Rayon Slips **74c**
100 Diener rayon slips with lace or tailored tops. 4-gore styles. Sizes 34 to 44.

Pajamas or Gowns **\$1.74**
Irregulars of satin or rayon crepe pajamas or gowns. Tailored or lace trimmed.

Cotton Knit Vests **19c**
Built up shoulders, band finish with drawstrings. Sizes 36 to 44.

Fairfield U. Suits **50c**
Fairfield combed cotton knit union suits. Built up shoulder. White only. Sizes 36 to 50.

Rayon Undies **3 for \$1.00**
Some irregulars. Panties, stepins, briefs, bloomers or vests. Sizes 34-42.

Cotton U. Suits **4 for \$1.00**
Built up shoulder, tight knee. Sizes 36 to 44.

Rayon Undies **25c EA.**
Plain or novelty weave. Panties, stepins, briefs. Sizes 28 to 32.

Infants' Creepers **29c**
Infants' handmade creepers. Slightly soiled. Formerly sold for 59c.

Tots' Zipper Frocks **49c**
Zipper front dresses in new spring light or dark ground prints. Sizes 1 to 6 years.

Infants' Training Pants **19c**
Double knit cotton training panties with yoke front, French leg style.

Friday Bargains—Tomorrow Only!

Girls' Wash Frocks

Regularly **59c**

Clearance! Girls' Cotton wash frocks in spring colors and styles. Sizes 7 to 14 years in the group. Formerly sold for \$1.15.

Girls' Blouses **59c**
Regularly \$1.00. Shirt style cotton blouses. Sizes 8 to 16 years, but not all styles in each size.

Infants' Creepers **29c**
Infants' handmade creepers. Slightly soiled. Formerly sold for 59c.

Tots' Zipper Frocks **49c**
Zipper front dresses in new spring light or dark ground prints. Sizes 1 to 6 years.

Infants' Training Pants **19c**
Double knit cotton training panties with yoke front, French leg style.

—Downstairs at Ayres.

These Values Here Are for Friday and Saturday!

A "Red Hot" Double Barreled
Fashion Event—SAVE Dollars!

Spring Coats

Regularly Sell for \$10.95!

\$8.88
EACH

- Tuxedo Style!
- Yoke Backs!
- Notch Collars!
- Suede Fleece!
- Shag Materials!
- Tweeds!
- Shetlands!

These coats are everything you could wish for! They're current best selling styles for spring and Easter . . . and they come in all the best colors: 40-In. Toppers, Wraparounds, Reeffers in tweeds, shetlands, fleeces with yoke backs, gored backs. Sizes 11 to 17 and 12 to 20.

Regularly Sell for \$10.95!

**Man-Tailored
SUITS**

\$8.88

*These Are Friday Bargains—For Tomorrow Only!*

10 Bargains From Our Yard Goods Department

PLAIN RAYON TAFFETAS in dark remnants . . . 10c ea.

RAYON TAFFETAS in pastel colors. Remnants . . . 10c yd.

PERCALE REMNANTS in many different patterns and colors . . . 10c yd.

WASH GOODS and domestics in remnants . . . 10c yd.

CANNON WASH CLOTHS, all fine quality . . . 10c ea.

Twin Bed Size Sheets . . . Each

Sizes 63x99 and 72x99. Universal and Nevateer brands. All pure finish.

69c

Bates Bedspreads . . . Each

Slight seconds. In two smart patterns for full size beds.

99c

Floor Sacks . . . Each

Approximately square. For cleaning cloths or dish towels.

9c

200 Pr. Ruffled or Tailored Curtains

Such a low price that these curtain bargains will be snapped up in a few minutes . . . we urge you to be down early. Odd curtains . . . 1 to 10 of a kind. All in various lengths. Also some panels in lot.

—Downstairs at Ayres.

10c

Each or Yd.

PILLOWCASES in regular sizes . . . 10c ea.

CURTAIN GOODS, remnants in short length, 10c yd.

DRAPERY CHINTZ samples. In various sizes 10c ea.

BATH TOWELS, size 18x36 inches. Limited amount . . . 10c ea.

LINEN NAPKINS with hemstitched edges . . . 10c ea.

19c

PR.

These Are Friday Bargains—For Friday Only!

If Perfect Quality These Rugs Would Sell for \$39.50!

BROADLOOM

9x12 Size RUGS

\$29.75

- Green
- Taupe
- Blue
- Burgundy

These BROADLOOM RUGS are imperfections of higher-priced rugs. Plain all-wool seamless rugs! Rugs that will give you a lot of service at a price that saves you lots of money. Just 25 in the group. All have heavy tailored ends.

Wilton Throw

Size Rugs

\$4.95

Clearance! Rag and Chenille Rugs
19c to 98c

Reduced from 25% to 50% off regular selling price. Many patterns and colors.
—Downstairs at Ayres.

These Are Friday Bargains—For Tomorrow Only!

**Sale! Men's New
Spring Suits
or TOPCOATS**

\$12.95
EACH

New hard-finished woolens in the new spring checks, stripes. Single, double or sports back styles. Topcoats in half belts, belt all around and balmacaan types. Dark or light colors. Sizes for all men!

Men's Hats **\$1.49**
Broken sizes and styles. All fur felts. In wanted colors.

Men's Trousers **\$1.98**
Men's dress or work trousers in choice of colors and serviceable materials.

Men's Raincoats **\$1.00**
Regularly sell for \$1.98. Broken sizes, styles and colors.
—Downstairs at Ayres.

*Friday Bargains—Tomorrow Only!*

Girls' Wash Frocks

Regularly **59c**

Sale! Priced at—

29c

Infants' Creepers
Infants' handmade
creepers. Slightly
soiled. Formerly sold
for 59c.

Tots' Zipper Frocks **49c**
Zipper front dresses in new spring
light or dark ground prints. Sizes 1
to 6 years.

Infants' Training Pants **19c**
Double knit cotton training panties
with yoke front, French leg style.

—Downstairs at Ayres.