

# The "BUY WAY" of Indianapolis

# AYRES DOWNSTAIRS STORE

## 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!
- Jacket Dresses!
- Navy and White!
- Print Combinations!
- Black and Colors!

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**

• Pedalinos • Sharkskins • Peanut Straws

A thrilling one-day sale of spring's most important straw hat styles! Brims, sailors, bignons, 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.

**88c**

—Downstairs at Ayres.

**These Values Here Are for Friday and Saturday!**

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

**Spring Coats**

Regularly Sell for \$10.95!

**\$8.88** EACH

- Tuxedo Style!
- Yoke Backs!
- Suede Fleece!
- Tweeds!
- Stitched Collars!
- Notch Collars!
- Shag Materials!
- 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, Reefers 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**

New spring styles with softened feminine details! Wool flannel combinations or worsteds in plain or action back styles. Colors in navy, bankers grey, pearl, oxford. Sizes 11 to 19, 12 to 20 and 38 to 44.

—Downstairs at Ayres.

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

**Women's 4-Thread Chiffon Hose**

Irregulars! Ringless Construction!

A wonderful value in a 4-thread weight chiffon. Knit on a 3-carrier ringless machine, which construction makes these hose unusually clear. Made of a high twist silk, self color pique top, two row pique run-stop in afterwelt. In a good selection of smart shades, for wear now until late spring. Sizes 8½ to 10½.

**44c** PAIR

—Downstairs at Ayres.

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

**Women's Better Wash Frocks**

**2 for \$1.00**

588 smart wash frocks in sizes 14, 16, 18, 38, 40 and 42 only. Prints, polka dots and florals. All fast colors. Each 59c.

**Uniforms. 2 for \$1.00**

Formerly \$1.20 and \$1.69 each. Just 233 uniforms in the group. Sizes 14 to 46, but not in each color or style.

—Downstairs at Ayres.

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

**Women's Skirts**

**\$1.00** EACH

Just 124 women's wool skirts in current styles. Brown, red, navy, blue, wine or black colors. Broken sizes in lot.

**Women's Sweaters**

**69c** EACH

Smart styles in wanted colors, but not every color in each size. Sizes 34 to 40. Brown, navy, yellow, rust, black.

—Downstairs at Ayres.

**These Are Friday Bargains—For Tomorrow Only!**

**10 Bargains From Our Yard Goods Department**

**10c** Each or Yd.

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

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 hem-stitched edges...10c ea.

Twin Bed Size Sheets...Each 69c  
Sizes 68x99 and 72x99. Universal and Nevadere brands. All pure finish.

Bates Bedspreads...Each \$1.99  
Cotton and rayon and cotton spreads. Discontinued patterns. Wanted colors.

Bates Spreads...Each 99c  
Slight seconds. In two smart patterns for full size beds.

Flour Sacks...Each 9c  
Approximately square. For cleaning cloths or dish towels.

**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.

**19c** PR.

—Downstairs at Ayres.

**These Are Friday Bargains—For Tomorrow Only!**

**Sale! Men's "Beljord" SHIRTS**

Regularly Sell for \$1.39!

**\$1.09** EACH

Famous for quality and styling! In whites, fancy patterns, stripes and all-over patterns! Sizes 16 to 17 in group.

**Sample Sale! Men's Socks, 10½ and 11... 6 Pr. \$1.00**

—Downstairs at Ayres.

**SALE! Men's SHIRTS & SHORTS**

**5 for \$1.00**

Shirts in sizes 34 to 46. Made of combed yarn. SHORTS in fast color patterns. Sizes 28 to 42.

**These Are Friday Bargains—For Tomorrow Only!**

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

**\$12.95** EACH

New hard-finished woollens 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!**

**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...\$60c  
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 33.

**Friday Bargains—Tomorrow Only!**

**Girls' Wash Frocks**

Regularly Sell for \$1.15

**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**

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

**29c**

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 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**

Sizes 27x34. Jacquard woven, heavy, wilton rugs. In many different patterns and colors.

**Clearance! Rag and Chenille Rugs**

**19c to 98c**

Reduced from 25% to 50% off regular selling price. Many patterns and colors.

—Downstairs at Ayres.