

# The "FRIDAY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

\*REGISTERED\*

**Friday! Shop FIRST in This Big Popular-Price Store**

**A New LOW Price!**

**Women's—Misses'—Juniors'**

## New Spring and Easter Sports Coats

- Swaggers!
- Toppers!
- Reefs!
- Fitted Styles!

**\$8.95**  
EACH

Here's NEWS for every budget-wise woman! A new low price on these new Spring and Easter sports coats, in your favorite colors, styles and materials. Tweeds, fleeces, wool and camel's hair that will give you long wear. Swaggers, toppers, reefers or fitted styles, the styles you love, gathered at waist for front fullness or swinging straight from the shoulders. In a whole assortment of lovely spring colors. Sizes 12 to 20 and 11 to 17 in the group.

- Fleece!
- Tweeds!
- Wool and Camel's Hair!
- Natural!
- Powder Blue!
- Grapewine!
- Rose!
- Nut!
- Plaid and Tweed Mixtures!

—Downstairs at Ayres.



**They'll Be a Sellout at**

**\$1.00**  
EACH

## PRETTY STRAWS

- Pedalines
- Twisted Pedalines
- Bretons
- Brims
- Bumpers
- Off Face
- Black • Navy
- Spicewood
- Wine
- With Veils
- With Flowers
- With Ribbons



**Tomorrow—We Again Bring You One of the Best "SHORTS" Value We've Ever Offered!**

## Men's "Pepperell" Shorts

**Sale Priced at— 6 for \$1.00**



600 brand new ones! Famous "Pepperell" fabrics, regularly sell for much more . . . tomorrow sale priced at 6 for \$1.00. These shorts are made to give WEAR, with a full cut, full balloon seat, 3-button yoke waistband and elastic sides. In fast color, vat dye checks and stripes in tans, blues and greens. Sizes 34 to 42.

**Men's Shirts (Seconds) . . . 6 for \$1.00**

**Men's New Sports Jackets . . . \$1.98**

These new jackets have a suede leather front, with knit sleeves and back. A jacket to wear for work or sports. Button front style. Sizes 36 to 46.

## Boys' Play Shorts OF SANFORIZED COVERT CLOTH

A new sanforized covert play short that will give unusually long service. Wide waistband and extension belt. Full cut. In grey, tan or blue. Sizes 6 to 16 in the group.

**Boys' Wash Shorts . . . 59c**

600 new sanforized wash shorts in green, navy or brown. Gabardine twill. Fancy woven stripes and checks in greys and tans or plain coverts in tan, grey and blue. Sizes 6 to 16.

**Boys' Zipper Front Slacks . . . \$1.98**

Boys' new zipper fly front gabardine slacks. Full sanforized shrunk. Have narrow leather belts and pleated fronts. Navy, brown, green, tan. Sizes 10 to 18.

**Boys' Zipper Front Sweaters . . . \$1.98**

Plain colors, 2-tones in mohair effects, shaggy mohairs and cloth front styles. Sizes 28 to 38. All colors in group.

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**For FRIDAY Only!**

## SALE 1st Quality Chiffon Hose

**50c**  
PAIR

**In Smart Spring Hosiery Colors!**

Another of our famous Friday hosiery bargains! These are first quality, 4-thread, full-fashioned chiffons! Ringless construction, with lisle heel, sole and toe. Well reinforced at points of wear. Shadow welts, picot top and picot run-stop. In smart hosiery colors for spring. Sizes 8 1/2 to 10 1/2.

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## Print News

**for 11 to 17's  
and 14 to 20's!**

**At a Very Little Price!**

**\$3.98**  
EACH



*This Sports Blouse Has a Tucked-In Waistline for a Smooth Fit!*

## "Velo-Suede" Sport Blouses

**\$1.00**  
EACH

A new sports blouse of feather-soft "Velo-Suede." Has action back with tucked-in waistline for smooth fit. Cardigan front and puff sleeves. In cyclamen, powder blue, lime, aqua, pink or lilac. Sizes 34 to 40 in group.

**Sports Skirts . . . \$1.98**

—Downstairs at Ayres.

Here are the advance new spring print styles you've been clamoring for—stunning new street, office, daytime and afternoon frocks in a tremendous variety of hit colors and wearable materials. What you want we've got in this exciting print collection! Be sure to see this great selection, at this budget-price, and your Easter dress worry will be "gone with the wind." Sizes 11 to 17, 14 to 20, also 38 to 52 included in the group.

A: That "little girl" look in a spicewood floral print dress, with sored, swing skirt. Also comes in gray or chartreuse. Note zipper front closing. Sizes 14 to 20 in group.

B: Mint Green, spring's liveliest color to wear under Easter clothes. Shirred waist top. Trimmed with contrasting belt and piping—also in aqua and wisteria. Sizes 11 to 17 in group.

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**Walk Into Spring—Smartly and Comfortably in  
"Corliss" Tarsal-Arch Shoes**

**\$2.99**  
PAIR



"Corliss" Tarsal-Arch shoes are distinctive shoes . . . famous for their styling, their smartness, their comfort features. Tomorrow you'll find an inspired group of these new 1939 spring styles, crafted to our quality standards of excellence, style and fit. In new colors, Spicewood, Blue, Navy, Black. In gabardine, patent, calf and kid. Sizes 4 1/2 to 9, AAA to C widths in group.

**Read This Inside Story!**

1. The Insole Is Arch Supporting!
2. Combination Last, Insuring Snug Fitting Heel!
3. Cushion Heel Pad, for Walking Ease!
4. Special Arch Shank, Gives Added Support!
5. Cushion Metatarsal Pad for Comfort!
6. Lockstitch Sewed, for Wear!

—Downstairs at Ayres.

**Special 2 for '30 Offer for Men!**

## Men's New Spring Suits

**and**

## Topcoats

**2 for \$30**

or 1 Garment for

**\$15.95**



- New Greens • Cassimeres
- New Blues • Greys
- Blue Greens • Light Greys
- Green Chalk • Medium Greys
- Green Stripes • New Browns
- Green Diagonals • New Tans
- Tweeds • Herringbones
- Stripes

The basis of your new Easter wardrobe can be one of these colorful new suits in green, blue, grey or brown. They combine style and wear and by buying 2 you can make a substantial saving! And right now the assortment is fresh, new and complete in colors and sizes. For men and young men.

—Downstairs at Ayres.