

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

BUDGET FASHIONS at Friday Bargain Prices!



Spring's Here . . . Dress Up!

New Spring DRESSES \$3.00

Spring's here . . . dresses are more lovely . . . colors are richer . . . styles are more fascinating and materials are better than ever. Choose yours tomorrow from the bountiful stocks in Ayres Downstairs Store, where new fashions and economy go hand in hand. Sizes for Juniors, Misses and Women.

A. Polka dot shirtwaist dress with notch collar. Colors in Powder Blue, Aqua, Rose and Navy. Sizes 14 to 18 in the group.
B. Print with novel shoulder treatment. Colors in Rose, Blue and Purple. Sizes 28 to 42 in the group.
C. Tri-color rayon slip dress with crepe collar. Navy with Powder Blue and Grey with Rose. Sizes 14 to 18 in the group.
—Downstairs at Ayres.

For Spring You'll Want Loads of These Irregulars of

La Sayre

Full Fashioned

Chiffon STOCKINGS

SALE PRICE **49c**

We get a lot of pleasure in watching the satisfied customers return for more pairs of these slight irregulars from a famous maker of women's stockings. Four-thread weight with dainty picot hem and runstop. Fully reinforced at points of wear. Sizes 8½ to 10½ in smart new hosiery colors. —Downstairs at Ayres.



88c

Save on Spring Millinery!

New Spring STRAWS

Save in this glorious sale of smart new spring straws. They'll flatter your spring wardrobe and save you money. Styles in sailors, turbans, kettle brims and bumpers. Smart new spring colors in Black, Navy, Red and Grey. Head-sizes 22 and 23. —Downstairs at Ayres.



A—\$4.88 B—\$12.88

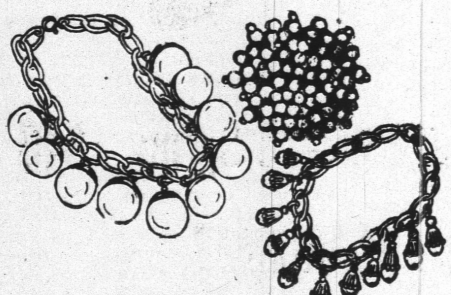
Spring Fashions at New Savings!

Suits and Coats \$4.88 and \$8.88

Sizes for Juniors **\$12.88** Sizes for Misses

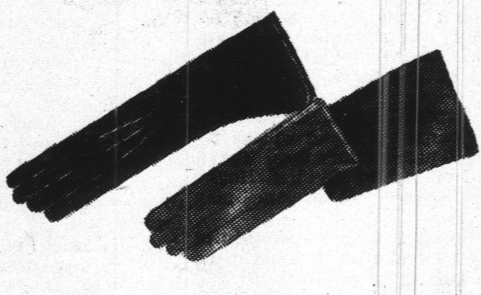
Spring coats and suits that will cause a lot of excitement! Imagine suits and coats in such smart new fashions at such very low prices. Dress coats in tailored styles, man-tailored suits, jersey suits and shawl suits. Sport coats come in reversible tweeds, boucles, wool crepes and twills. Mostly fitted and boxy styles. Not all colors and styles in every size.

A. Dressmaker suit with double breasted, lined jacket with two breast pockets. Gored skirt. Color in Powder Blue. Size 15.
B. Dress coat in Botany weave fabric with satin braid on front and sleeves. Complete with rayon crepe skirt. Size 14.
C. Reversible tweed coat, slash pockets inside and out. Soft tan tweed with reverse of gabardine. Size 15.
—Downstairs at Ayres.



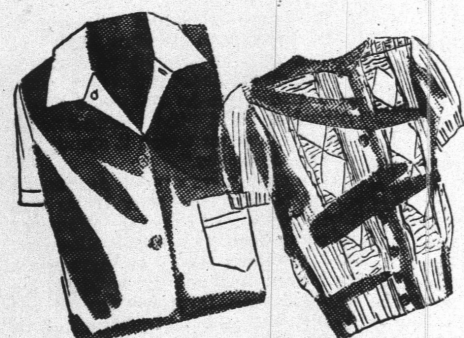
Pre-Easter Sale of White Jewelry 59c

Gaining popularity by leaps and bounds, this crisp white spring jewelry will give that sparkling accent to your navy or black suit or coat. Choose it in necklaces, pins, clips, bracelets and lapel gadgets. —Downstairs at Ayres.



Rayon Fabric GLOVES 69c

A staple in your loveliest costume will be several pairs of these rich rayon fabric gloves in the classic 4 and 6 button slip styles. Colors in Black, Navy, Gold and Red. Sizes 6 to 7½. —Downstairs at Ayres.



Bermuda Shantung SHIRTS 2 for \$1.00

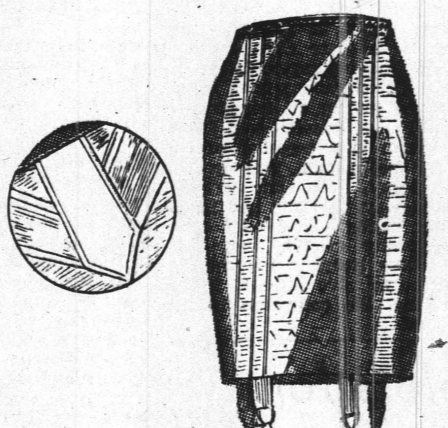
Bermuda shantung sport shirts in solid colors and others in stripes. Convertible neckline, short sleeves. Colors in green, aqua, wine, powder blue, royal, navy, pink, natural and white. Sizes 32 to 40.

Cotton SWEATERS

Cotton sweaters in short sleeve cardigan style, full buttoning front. Colors in pink, aqua, powder blue and natural. **\$1**

All-Wool SKIRTS

All-wool skirts, some with zipper **\$1.00** plackets, gored and pleated styles. Colors in brown, black, navy, wine and purple. Sizes 24 to 30 in the group. **\$2.59** —Downstairs at Ayres.



Special Selling of Our New "Tummy" Control Lastex Girdles \$1.00

The revolutionary new lastex girdle with the new "Tummy" control. A positive inner support that gives added support across the stomach without additional bulk. Bound top and bottom with 4 elastic hose supporters. Sizes small, medium and large. —Downstairs at Ayres.



FASHION STARS

PRESENT:

Smart! New! Spring SHOES for Women \$1.99

Sizes 4 to 9, Widths AA to B

You don't have to pay more than \$1.99 to get footwear fashions that sparkle! Among these "Fashion Stars" in Ayres' Downstairs Store you'll find many foot flattering styles in black patent, simulated black alligator and others. Some molded with elasticized black gabardine to "fit like a glove." Short vamps, wall lasts, medium heels. Sizes 4 to 9; widths AA to B. —Downstairs at Ayres.

Tots' New Spring Wash DRESSES 49c

Tots' new spring wash dresses in lovely spring prints, including "Fruit of the Loom" materials. Nice tailoring and details. Sizes 1 to 6.

Tots' Spring Pinafores

Tots' spring pinafores in dainty and dotted swiss. Trimmed with rick-rack in white and colors. **49c**

Boys' and Girls' Play Suits

Boys' and girls' styles in 1-piece play suits. Plain colors and prints in chambray in sizes 2 to 8. **49c**

Infants' Flannelette Gowns

Infants' flannelette gowns, gertures and kimono in full cut sizes and nice flannelette. **15c**

Infants' Quilted Pads

Nice quality infants' pads in quilted style. Bound edges and made sturdily to withstand a lot of wear. **15c**

Infants' Blankets

Warm infants' blankets in full 36x36-inch size. Rayon "satin" bound in white pink and blue. **49c**

Tots' Muslin Slips

Tots' fine white muslin slips with dainty lace trim. Fine for tots' wear. Sizes 2 to 6. **29c**

Girls' Rayon Satin Slips

Girls' rayon satin slips with built-up shoulders. Color in tea rose. Sizes 2 to 14. **49c**

Girls' Sport Shirts

Girls' broadcloth and shantung sport shirts in deep shades and pastel colors. Sizes 8 to 16. **39c** —Downstairs at Ayres.

SALE! Women's Lingerie AT 1/2-1/3-1/4 OFF.

Women's lovely rayon satin or rayon crepe two-piece pajamas, gowns, dancettes, chemise all in various styles and greatly reduced. Tailored and embroidered styles. Sizes 15 to 17 in tea rose and blue.

Women's Rayon Nighties

Women's rayon crepe nighties, V neck and lace trimmed, with ties at waist. Sizes 16 and 17 in Tea Rose. **69c**

Women's Cotton Slips 3 for \$1.00

Women's cotton slips with built-up shoulder or bodice top style. Hemstitch finish at neck and arm holes. Sizes 34 to 52 in white. **\$1.00**

Women's Cotton Gowns

Women's cotton crepe, printed batiste or Porto Rican gowns with V or round neck line. Contrasting color trim. Sizes 16 to 20 in the group. **50c**

Rayon Satin Stripe Gowns

Discontinued styles and seconds of rayon satin stripe gowns. V and round neck line. Contrasting color trim. Sizes 34 to 42 in tea rose and blue. **79c**

Wolverine Slips

Wolverine "Strico" slips with straight and V bodice top, 4-gore style with panel front. Sizes 32 to 50 in the group. Tea rose and white. Discontinued styles. **88c**

Women's Combination Suits

Women's rayon bemberg brassiere top combination suits with side fastening. Flare, band and bloomer knee. Discontinued styles. **69c**

Women's Knit Union Suits 3 for \$1.00

Women's elastic cotton knit union suits with built-up shoulder, tight knee, shell knee, closed and open crotch. Sizes 36 to 44 in White only. **\$1.00**

Plain, Novelty Weave Undies, 6 for \$1.00

Women's plain and novelty weave rayon briefs, panties, stepins, bloomers and vests. Elastic run at waist, tailored hems. Sizes 27 to 33 in Tea Rose. **\$1.00**

Women's Part-Wool Vests

Women's part-wool vests, tuck-stitch with built-up shoulders. Sizes in small, medium and large. Seconds. **25c** —Downstairs at Ayres.