

The "BUY WAY" of Indianapolis

AYRES A DOWNSTAIRS A STORE

BUDGET FASHIONS at Friday Bargain Prices!



Important News! Special Purchase!

New Spring SPORT COATS

This is news! . . . Important news! For one day only we are offering a special purchase of smart new spring coats at the very low price of \$8.88. Styles for street wear, school wear, casual wear and for everywhere you're going, this spring. You'll find wool and camel's hair, ombre stripe fleeces, chevron tweeds, chevron fleeces and diagonal tweeds in the group.

Sizes for Juniors, Misses and Women

\$ 8.88

- A. Chevron fleece box coat. Beige and white. Sizes 11 to 17.
B. Black and white tweed reuter coat, cashmere back. Sizes 14 to 18.
C. Double breasted camel fleece sport coat, notch collar. Sizes 16 to 18.
D. Fitted wraparound camel fleece sport coat. Sizes 11 to 17.



Save on Spring Millinery Fashions in

New Spring STRAWS

\$1.00

All of the latest new spring fashions in a price group that is designed to save you money. They're styled in turbans, sailors, keffie brims, and bumpers. Select yours tomorrow to flatter your spring wardrobe. New spring colors in Black, Navy, Red and Grey. Headsizes 22 to 23.

—Downstairs at Ayres.



Big CLEARANCE!

Discontinued Styles in
"American Girl" and
"Betty Shaw"

ARCH SHOES

\$2.45

Just imagine two groups of much higher priced shoes, reduced to sell for this low price. Both "American Girl" and "Betty Shaw" shoes are famous for their style and comfort. Choose from Oxfords, Ties or Straps. Colors mostly in Tan and Brown, some in Navy and Black. Sizes 4 1/2 to 9, widths AAA to D in the group.

—Downstairs at Ayres.



The Answer for Easter Hosiery, First Quality

Full Fashioned Chiffon Stockings

COLORS:

Holiday
Sunlit
Tropic Earth
Facile
Sunsan

And don't forget the stockings! They're just as much a part of your Easter costume as any other part. Here are the stockings you'll want. Full Fashioned, First Quality, Chiffon Stockings. Beautiful and very practical with dainty picot hem and runstop. Buy several extra pairs to keep for emergencies. Sizes 9 1/2 to 10 1/2.

50¢

PAIR

—Downstairs at Ayres.

Discontinued Styles

Rayon Bemberg LINGERIE

• Slips • Gowns
• Pajamas

88c Each

Discontinued styles of rayon bemberg slips, gowns and two-piece pajamas. Lace and tailored styles. Sizes 34 to 44 in the group. Colors in tea rose.

Women's Knit U. Suits, 3 for \$1
Women's cotton knit elastic union suits with built-up shoulders, tight and shell knee. Open and closed crotch. Sizes 36 to 44 in the group.

Women's Rayon Undies, 6 for \$1
Rayon panties, stepins, bloomers and vests with elastic run at waist. Plain tailored hems. Regular and stout sizes. Color in tearose.

Women's Cotton Slips, 3 for \$1
Women's cotton house dress length slips with built-up shoulder. Hemstitch finish at neck and arm holes. Sizes 34 to 52 in white.

Rayon Satin Panties, 59c
Women's rayon satin panties with elastic at waist. Lace and tailored with embroidery at hems. Sizes small, medium and large. Tearose and blue.

Rayon Crepe Gowns, 69c
Women's rayon crepe gowns with V neck, lace trimmed with ties at waist. Sizes 16 to 17 in tearose.

Rayon Satin Slips, 69c
Women's rayon satin slips. Cal V lace and tailored tops. Bias cut. Sizes 34 to 44 in tearose and white.

Women's Cotton Gowns, 50c
Cotton crepe or Porto Rican gowns in printed batiste or solid colors. V or round neck, hand embroidery, contrasting color trim. Sizes 16 to 20 in the group.

Porto Rican Gowns, 25c
Women's Porto Rican gowns with hand embroidery finish at the neckline. Sizes 16 to 17 in white.

Rayon Combinations, 59c
Women's rayon one-piece combinations with brassiere and top side fastening. Flare band or bloomer knee. Sizes 32 to 42 in the group.

Rayon Satin Stripe Gowns, 79c
Women's rayon satin stripe gowns with V or square neck. Ties at waist. Sizes 34 to 42 in tearose and blue in seconds.

—Downstairs at Ayres.



Friday! Brother and Sister

Wool Flannel Coats

\$1.79

Brother and Sister all-wool flannel coat sets, perfect for Easter. Brass button trim, sleeve emblem. Complete with matching hat or beret. Colors come in Navy, Copen and Red. Sizes 1 to 6.

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, 49c

Tots' spring pinafores in dimity and dotted swiss. Trimmed with rick-rack in white and colors.

Tots' Muslin Slips, 29c

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

Boys' and Girls' Play Suits, 49c

Boys' and girls' styles in 1-piece play suits. Plain colors and prints in chambray in sizes 2 to 6.

FAMOUS NAME

Sample Gloves

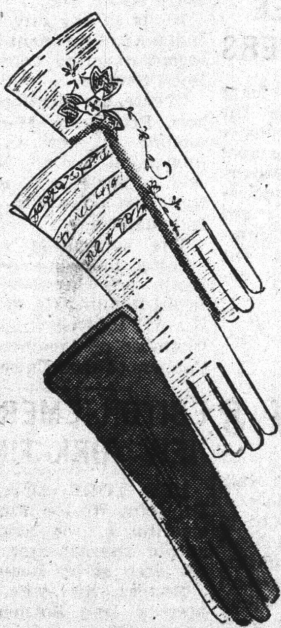
Slight Irregulars

(2 Pairs \$1.00)

55c Pair

Samples and some irregulars from a famous manufacturer of women's gloves. Rich rayon fabrics in slipon styles. Fancy trims. Mesh weaves. Leather trims. Colors in Black, Navy, White, Dusty Pink, Light Blue and Gold. Sizes 6 to 7 1/2 in the group. Imperfections so slight they can only be detected by trained inspectors.

BLACK DUSTY PINK NAVY LIGHT BLUE WHITE GOLD
—Downstairs at Ayres.



All-Wool Skirts, HALF PRICE

All-Wool Skirts at one-half regular price. Styles with zippers, plaquets with gores and pleats. Fine for wearing with your spring blouses. Colors come in Brown, Black, Navy, Wine and Purple. Prices from \$1.00 to \$1.98. Sizes 24 to 30 in the group.

Bermuda Shirts

Bermuda shantung sports shirts, solid colors and some in stripes. Colors in wine, powder blue, royal, navy, pink and blue. Sizes 32 to 42.

2 for

\$1.00

Cotton Sweaters

Cotton sweaters in short sleeve cardigan style with full buttoning front. Colors in Pink, Aqua, Powder Blue and Natural.

2 for

\$1.00

—Downstairs at Ayres.



\$2.79

Manufacturer's Closeout

New Spring DRESSES

Sizes for
Juniors,
Misses and
Women

From a very famous manufacturer of more expensive dresses we were fortunate to get this selection of dresses to offer you for less. A large selection of styles including Shirwaist styles, Street dresses, Afternoon dresses and Sports dresses. Fashioned in such fabrics as Rayon Alpaca, Rayon Prints, Spun Rayons and Washable French Crepes. Colors in Black, Navy, Blue, Rose in monotones, prints and polka dots.

—Downstairs at Ayres.

• Rayon Alpaca
• Rayon Prints
• Spun Rayons
• French Crepes