

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

BUDGET FASHIONS at Friday Bargain Prices!



Easter Fashion Values!
New STRAWS
\$1.00

All of the dominant spring fashions, brought to you in spring hat values you've been waiting for. Styled in smart Turbans, Kettle Brims, Bumpers and Sailors. Save money on your spring hats by taking advantage of this selling. Colors in Black, Navy, Red and Grey. Headsizes 22 to 23.

Selected Irregulars of
La Sayre
FULL FASHIONED
Chiffon HOSE
59c

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.

Coat Values You Can't Afford to Miss!

Sport COATS

FLEECES
Smart Ombre, Chevron, and Camel Fleeces.

TWEEDS
Diagonals, Herringbones and Chevrons.

REVERSIBLES
Coverts, Tweeds and Plaids.

\$8.88

STYLES:
Belts
Swaggers
Box
Reefers

Sizes for Juniors, Misses and Women.

These are the sport coat bargains all Indianapolis is talking about. You'll be excited too when you see the beautiful popular colors in monotones and tweeds, the softness of lines and above all, the quality. They're priced to save you money in Ayres Downstairs Store. Sizes for Juniors, Misses and Women.

—Downstairs at Ayres.



Better Spring
COATS
\$14.88

Assorted styles in fleeces, monotones, tweeds, diagonals and Camel's hair and wool. Styled in fitted, swaggers and boxy. Sizes for Juniors, Misses and Women.

Frilly and Very Feminine!

Sheer BLOUSES

\$1.00

Dainty and demure batiste and rayon sheer blouses present a picture of crisp white loveliness and it's all for you who wear the garment. Also rayon crepe pastels in dots and stripes. Tucks, lace, frills in long or short sleeve styles to make you adorable. Sizes 32 to 40 in the group.



—Downstairs at Ayres.

Discontinued Styles of Rayon Bemberg LINGERIE

Slips • Gowns • Pajamas

88c EACH

Discontinued styles of rayon bemberg slips, gowns. Lace and tailored styles. Sizes 34 to 44 in the group. Color in tearose.

Women's Rayon Undies 25c
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.

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

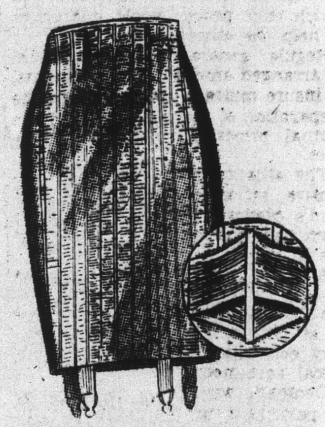
Rayon Satin Slips 69c
Women's rayon satin slips, Cal V lace and tailored tops. Bias cut. Sizes 34 to 44 in tearose and white.

—Downstairs at Ayres.

'Tummy Tucker' by Lewella

\$1.00

A two-way stretch latex girdle with single boned inner support of woven elastic. A positive support, light and comfortable. Small bones at top to prevent rolling. 4 Hose supporters. Sizes Small, Medium and Large.



—Downstairs at Ayres.

Go "Hollywood" ... for Easter!
NAVY BLUE

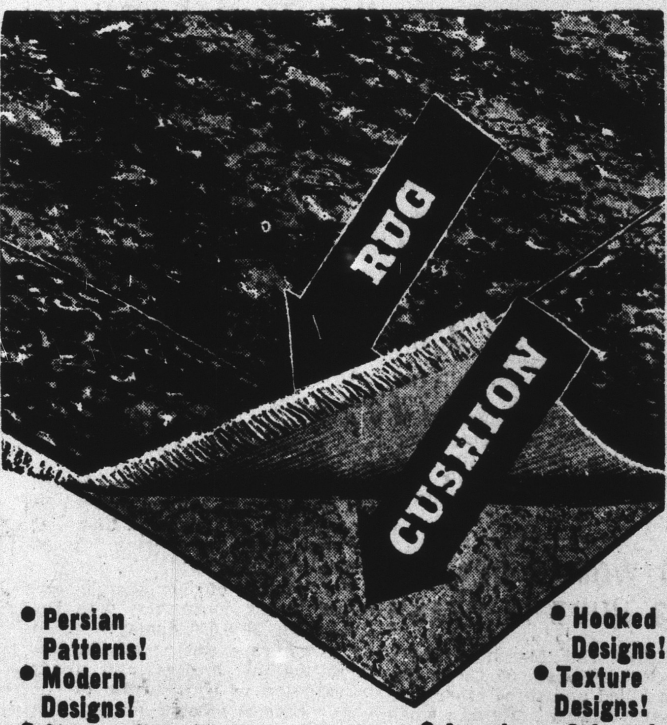
FASHION STARS Shoes for Women

Smart styling, intriguing lines ... designed in Hollywood to bring you all of the pomp and glory from the land where fashion is dictated. All of the beauty is yours in Fashion Stars and in addition you get the comfort and snug fit they're designed to give. Colors in Navy Blue and Black, styled in Pumps, Stepins, Sandals and Straps.

\$1.99

—Downstairs at Ayres.

Sizes
4 to 9
Widths
AA to B



- Persian Patterns!
- Modern Designs!
- Chinese Patterns!
- Hooked Designs!
- Texture Designs!
- American Orientals!

Combination Offer!
9x12 RUG
Plus 9x12 RUG PAD
BOTH FOR
\$29.75

Take advantage of this glorious opportunity to "dress-up" one or more rooms in your home with these luxurious, high-quality rugs! Choose a beautiful 9x12 seamless, all-wool rug in these 6 lovely patterns—Persian! Chinese! Hooked! Textured! American Orientals. Serged sides and tailored ends. You'll enjoy the rich, livable colorings and patterns, their well-wearing qualities for many years to come.

THE RUG PAD—is made of a firm, durable vegetable fibre. It is mothproof and rodentproof. 9x12 Size. It will give longer life to your rug.

—Downstairs at Ayres.

Special Selling!
For Friday Only!

SPRING DRESSES

2 for \$5

1 Dress \$3

Sizes for Juniors, Misses and Women!

COLORS: MATERIALS:

- Navy • Rayon Alpaca
- Black • Rayon Crepe
- Rose • Rayon Prints
- Dots • Rayon and Wool
- Prints

Isn't it hard to buy just one dress for Easter? In this special offer you aren't restricted to buying just one dress when you look at the hundreds of pretty styles in our stocks. We've arranged this offer especially to permit you to buy two or four dresses for Easter, because we realize one dress just isn't enough. Now you can buy 2 or 4 dresses at this very low price without sacrificing quality. They're dressy dresses, shirtwaist dresses, sport dresses and street dresses. Choose yours tomorrow, the only day they will be offered at this low price.

—Downstairs at Ayres.

