

20th Birthday Sale

AYRES DOWNSTAIRS STORE

Outstanding Values in the Big SALE of

NEW SPRING COATS \$5.88

Sizes 11 to 17, 12 to 20, 38 to 44

MATERIALS STYLES COLORS

Crepe Boxy
Tweed Fitted
Shetland Reefer
Boucle Swagger
Stripe Tweed Tuxedo

Black
Navy
Brown
Wine
Reversible!

One of the outstanding items in this gigantic sale... New spring coats priced at a new low, and yet bring you all the newest fashion trends plus luxurious looking materials in colors that will thrill you every time you wear them.

They're perfect for school, office, play or business, wear them everywhere with confidence. Trims of eyelet pique, cellophane stripe, pleated sleeves and gored skirts.

Other SPORT and
DRESS COATS
\$7.88 to \$19.95

—Downstairs at Ayres.



Girls' 2-Pc. Cape Suits \$2.00

All-wool 2-piece cape suits for girls. Suspender style skirt and nicely tailored cape. Colors come in navy and copen.

Girls' Coats and 2-Pc. Suits \$3.98

Smartly fashioned coats of navy Shetland and novelty brown checks. 2-Pc. suits, suspender skirt style in navy only. Outstanding Birthday Sale values at \$3.98.

Girls' 4-Pc. Suits \$6.98

Unusually attractive spring suits for Misses. 4-Pc. navy suits with cape, jacket, skirt and matching purse. Jacket, white pique and metal button trim. Tremendous values at \$6.98.

"Teen" Girls' Coats \$6.98

Navy pique twill and Shetland coats, fitted reefer style. Well-made, beautifully tailored. Amazing Birthday Values at \$6.98.

Girls' Rayon Dresses \$2.00

Beautifully styled dresses of spun rayon, rayon crepe and rayon acetate in lovely, dressy styles and tailored sports styles. Hi-shades.

"Teen" Girls' Better Dresses \$3.00

1 and 2-Pc. styles in spun rayon, rayon crepe and rayon acetate. Novelty stripes, dots and plain colors. Birthday Sale priced at \$3.00.

"Teen" Girls' Better Jacket Dresses \$3.98

2-Pc. rayon crepe and rayon sharkskin jacket dresses of the better type. Only one and two of a kind models. Broken sizes. Shop EARLY.

Girls' 2-Pc. Pajamas 49c

Full-cut, well-made 2-piece style pajamas for girls 8 to 14. Novelty trimmings. Pastels. Birthday Sale price, 49c.

Jr. Miss & "Teen-Age" Rayon Slips, 49c

Rayon crepe slips, well made, full cut and nicely tailored. Tea rose. Sizes 10-16. Birthday Sale price, 49c.

Girls' Sample Hats 49c

Perky, becoming new spring hats—rollers and off-the-face styles. Felt and straws in navy, natural and pastels.

Other Sample Hats 89c

Large, rollers, off-the-face and poke effects. Felt and straws in navy, rose, white, copen, aqua and beige.

Children's "Luxtected" Panties, 2 for 49c

"Luxtected" rayon panties, sizes 2 to 16. Reinforced seams, insuring longer wear. French leg style, white and tea rose. Birthday Sale priced at 2 for 49c.

Girls' Tailored Blouses 49c

Tailored shantung blouses, also sheer dressy styles. All white and white with pastel trimming. Sizes 7 to 16 years. Birthday Sale priced at 49c each.

Girls' Cotton Sweaters 49c

Slipover and Cardigan styles. White and pastels. Outstanding Birthday Sale values at 49c.

Infants' Double-Breasted Shirts 25c

Infants' rayon and cotton and 10% wool, rayon and cotton shirts; tie side, slipover style. Layette sizes. 25c.

Infants' Flannelette Gertrudes 25c

Infants' flannelette gertrudes, gowns and kimonos in white, pink, blue and tan.

Infants' 27x36 Wrapping Blankets, 25c

Soft, fleece wrapping blankets, size 27x36. In white, pink and blue.

Girls' Spring Dresses 89c

Adorable styles in stripes, plain colors and floral prints. Ideal dresses for school, play and general wear. Birthday Sale priced at 89c.

Girls' Spring Blouses 89c

Unusually attractive styles in girls' sheer blouses. White and pastels. Sizes 7 to 16. Birthday Sale priced at 89c.

Girls' Spring Sweaters 89c

Hand-knit and cotton chenille sweaters in pastel shades. Sizes 7 to 16. Smart for school, sports wear and street wear. Birthday Sale priced at 89c.

Jr. Miss and Girls' Rayon Slips 89c

Rayon satin slips, camisole top, lace and embroidered styles. Tea rose. Sizes 10 to 16. Birthday Sale priced at 89c.

Tots' All-Wool Sweaters 89c

Spring weight, all-wool sweaters for tots 2 to 6! Slipover and coat styles. Pastels and dark colors.

Boys' Cotton Knit Suits 89c

Polo stripe shirts with neatly tailored shorts. Navy, brown and wine. An exceptional Birthday Sale value at 89c.

Tots' Print Dresses 49c

Princess and bolero styles in sheer and semi-cotton sheer prints. All fast colors. A real value at 49c.

Infants' "Cannon" Towels 15c

Good quality "Cannon" knit towels. Slight irregulars. Buy several at this special Birthday Sale price!

Infants' "Cannon" Wash Cloths, 2 for 7c

An exceptional Birthday Sale value! Infants' "Cannon" knit wash cloths, white and colors. Slight irregulars. 2 for 7c.

Infants' Absorbent "Curity" Diapers Doz., \$1.39

Irregulars. Infants' "Curity" gauze layette cloth diapers are comfortable and 30% more absorbent than "old-fashioned" diaper fabrics. No hem. Wash easily. Dry quickly. Slight irregulars but guaranteed to give first quality service.

Infants' Training Panties 15c

Infants' double knit cotton training panties. French leg style. Birthday Sale price, 15c pair.

Infants' Flannelette Gowns 15c

Flannelette gowns, gertrudes and kimonos. Birthday Sale values, 15c.

Infants' Cotton Blankets 15c

Cotton fleece blankets in pink and blue. A real Birthday Sale value at 15c.

Infants' Rubber Pants 2 for 15c

Infants' rubber pants in flesh and white. Small, medium and large sizes. Specially priced for this Birthday Sale at 2 pairs for 15c.

Infants' Rubber Sheets 2 for 15c

Rubber sheets, bassinette size. Exceptionally low priced for this event at 2 for 15c.

Infants' "Birdseye" Diapers, Doz., 89c

Flannelette and "Birdseye" diapers. Size 27x27. Birthday value, 89c dozen.

Infants' Batiste Dresses 25c

Infants' batiste dresses with hand-embroidered trims. An outstanding Birthday Sale value at 25c.

Infants' Embroidered Creepers 25c

Well-made, hand-finished creepers in pastel colors. Dainty hand-embroidered trims. Exceptional values at 25c.



20th BIRTHDAY SALE!

"FRUIT of the LOOM"

Women's Rayon Slips

88c

Well-made, well-wearing rayon satin or rayon crepe "Fruit of the Loom" Slips, V-neck, lace and tailored tops, 4-gore and bias models. Tea Rose and White. Sizes 32 to 44.

Women's Rayon Gowns

69c

Women's rayon satin striped gowns, V and round neck styles. Some with collars. Sizes 32 to 44. Tea Rose and White. Sizes 34 to 46. (Seconds).

Women's Rayon Satin Undies

88c

Women's rayon satin chemise, dancette in tailored and lace trimmed styles. Dainties have fitted bodices, plackets, lace at waist. Sizes 32 to 44 in the group. Tea Rose and White.

Women's Rayon Satin Slips

50c

Women's rayon satin and rayon pencil stripe slips, in V, lace and tailored top, bias and 4-gore styles. Some with plackets, lace at waist. Adjustable straps. Tea Rose and White. Sizes 32 to 44.

Women's Rayon Taffeta Slips

\$1.00

Women's rayon taffeta and rayon satin slips in V, tailored and lace trimmed styles. Some with plackets, lace at waist. Tea Rose and White. Sizes 32 to 44 in the group. Tea Rose and White.

Women's Novelty Rayon Undies

1.00

Women's durable, pinched-hole rayon, plain rayon briefs, panties, step and high waist, in cotton, elastic, full cut. Tea Rose and White. Sizes 34 to 42.

"Betty Shaw" Slips

1.39

Rayon satin slips with camisole lace top and straps in two styles. Petticoat bust line. Bias and 4-gore styles. Tea Rose and White. Sizes 32 to 44 in the group. Tea Rose and White.

Women's Rayon Crepe Panties

50c

Women's rayon crepe or satin panties, lastex at waist, tailored and lace trimmed hem. Tea Rose and White in small, medium and large sizes.

Women's Porto Rican Gowns

50c

Women's cotton crepe or Porto Rican gowns in plain colors or printed batistes. V neck, wide-sleeved, six panels, with embroidery and contrasting color trimmed styles. Sizes 16 to 30 in the group.

—Downstairs at Ayres.

Irregulars of "Crepe Knit" CHIFFON STOCKINGS

At 59c Pair

"Crepe Knit" full-fashioned EXTRA SHEER chiffon stockings are irregulars from a well-known maker of exquisite hosiery... at this Birthday Sale price they're a really REMARKABLE value! Beautifully sheer, full fashioned in 2, 3 and 4-thread weight. In popular Spring shades. Sizes 8 1/2 to 10 1/2.

Substandards of

REAL SILK Regular Chiffon STOCKINGS

At 59c Pair

Exquisitely sheer and clear are these full-fashioned, Real Silk Chiffon Stockings featured at this Birthday Sale Savings that will delight every budget-minded woman! 3 and 4-thread weights with picot hem and picot runstop. Delightful new spring hosiery colors. Sizes 8 1/2 to 10 1/2. (Substandards).

Irregulars of "LA SAYRE" HOSE

49c

Our own brand of fine stockings in slight irregulars from a well-known maker of women's hosiery. Dainty picot hem and runstop. Reinforced at points of stress. Desired hosiery colors. Sizes 8 1/2 to 10 1/2. (Seconds). Buy several pairs at these savings!

Children's COTTON ANKLETS

10c

First quality "Buster Brown" Crew Socks in popular sweater colors. Sizes 8 to 11.

—Downstairs at Ayres.

You Get Fine Footwear and Savings

SALE of

★ FASHION STARS

SHOES

For WOMEN

\$1.79

Sizes 4 to 9 Widths AA to B

Flattering foot fashions that are helping Indianapolis women save more and still have smart new styling in spring shoes. There's a Fashion Star designed to go with your spring costume. Come in tomorrow and see it. At these savings it's smart to buy several pairs to change with various costumes.