

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

Cape
Tweed
Shetland
Boucle
Stripe Tweed

BOXES

Fitted
Reefer
Swagger
Tuxedo

COLORS

Black
Navy
Brown
Wine
Reversibles!

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.



20th BIRTHDAY SALE!

"FRUIT of the LOOM"

Women's Rayon Slips

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.

88c

Women's Rayon Gowns

Women's rayon satin striped gowns, V and round neck styles. Some with collars. Ties at waist style. Tea Rose and Blue. Sizes 34 to 44. (Second).

69c

Women's Rayon Satin Undies

Rayon satin chemise, dancettes in tailored and lace trimmed styles. Dancettes have fitted brassieres, panties have lasek at waist. Tea Rose and White. Sizes 32 to 40 in the group.

88c

Women's Rayon Satin Slips

Women's rayon satin and rayon pencil stripe slips, in V, lace and tailored top styles. Bias cut. Adjustable straps. Tea Rose and White. Sizes 32 to 44.

50c

Women's Rayon Taffeta Slips

Women's rayon taffeta and rayon satin slips in V, tailored top, bias and 4-gore style. Some have inset gored to make swing effect. Black, Navy, Tea Rose and Hi-shades. Sizes 32 to 44.

\$1.00

Wom. Novelty Rayon Undies 3 for

Women's durable, punch-hole rayon, or plain rayon briefs, panties, step-ins or vests. Plain fronts, elastic back, full cut. Tea Rose and White. Sizes 34 to 42.

\$1.00

"Betty Shaw" Slips

Rayon satin slips with cam-sole lace top and straps, in two styles. Fitted box line. Bias and 4-gore styles. Sizes 32 to 44 in the group. Tea Rose and White.

\$1.39

Women's Rayon Crepe Panties

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

50c

Women's Porto Rican Gowns

Women's cotton crepe or Porto Rican gowns in plain colors or printed batistes. V or roundneck styles. Embroidered and contrasting color trimmed styles. Sizes 16 to 20 in the group.

50c

—Downstairs at Ayres.

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 hems and picot runstop. Delightful new spring hosiery colors. Sizes 8½ to 10½. (Substandards).

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 8½ to 10½.

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 wear. Desired heathy colors. Sizes 8½ to 10½.

Children's COTTON ANKLETS

10c

Children's fine cotton anklets for school and play wear. Sizes 7 to 10 (Seconds). Buy several pairs at these savings!

"Buster Brown" SOCKS

15c

FIRST QUALITY "Buster Brown" Crew Socks in popular greater colors. Sizes 8 to 11.

—Downstairs at Ayres.

Girls' 2-Pc. Cape Suits

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

\$2.00

Girls' Coats and 2-Pc. Suits

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.

\$3.98

Girls' 4-Pc. Suits

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.

\$6.98

"Teen" Girls' Coats

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

\$6.98

Girls' Rayon Dresses

Beautifully styled dresses of spun rayon, rayon crepe and rayon acetate. Novelty stripes, dots and plain colors. Hi-shades.

\$2.00

"Teen" Girls' Better Dresses

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.

\$3.00

"Teen" Girls' Better Jacket

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.

\$3.98

Girls' 2-Pc. Pajamas

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

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.

49c

Girls' Sample Hats

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

49c

Other Sample Hats

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

89c

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

"Luxttested" 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.

49c

Girls' Tailored Blouses

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.

49c

Girls' Cotton Sweaters

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

49c

Infants' Double-Breasted Shirts

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

25c

Infants' Flannelette Gertrudes

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

25c

Infants' 27x36 Wrapping Blankets, 25c

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

25c

Girls' Spring Dresses

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

89c

Girls' Spring Blouses

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

89c

Girls' Spring Sweaters

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.

89c

Jr. Miss and Girls' Rayon Slips

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

89c

Tots' All-Wool Sweaters

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

89c

Boys' Cotton Knit Suits

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

89c

Tots' Print Dresses

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

49c

Infants' "Cannon" Towels

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

15c

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.

7c

Infants' Absorbent "Curity" Diapers

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

Doz., \$1.39

Infants' Training Panties

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

15c

Infants' Flannelette Gowns

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

15c

Infants' Cotton Blankets

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

15c

Infants' Rubber Pants

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

2 for 15c

Infants' Rubber Sheets

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

2 for 15c

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

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

89c

Infants' Batiste Dresses

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

25c

Infants' Embroidered Creepers

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

25c

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.

Black Patent
Black Kid
Navy Kid
Simulated Alligator

Navy Black
Brown Beige

—Downstairs at Ayres.



UPSTAIRS at AYRES—EIGHT FLOORS of APRIL SALE SAVINGS—SHOP THEM EVERY ONE