

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

* REGISTERED

Shop These Bargains! For Yourself... Your Family... and Your Home!

Flash!!! 500 Additional New Pieces!

SALE! Spring COATS and SUITS

SALE \$5.00
PRICE

Sizes for Juniors, Misses and Women in the Group!

STYLES:

- Reifers!
- Swaggers!
- Swing!
- Boxy!
- Belted!
- Tuxedos!

COLORS:

- Black!
- Navy!
- Grey!
- Plaids!
- Monotones!
- Pastels!

MATERIALS:

- Twills!
- Crepes!
- Boucles!
- Worsts!
- Tweeds
- Fleeces!

This will be good news for all of you ladies who didn't get down for our first big sale. We've managed to get 500 additional coats and suits to sell at this very low price. Due to unseasonable weather conditions manufacturers offered us these coats and suits for a song—thus we're enabled to pass these "MUCH-TALKED" About Savings on to you! Remember, every one of these suits and coats has the details you associate with "better garments." True Sizes! Beautiful tailoring! Nicely tailored seams! A diversity of fabrics, styles and colors for your choosing! Sizes for Women, Misses and Juniors—NOT all sizes in all colors and styles! Come Early! (All sizes, colors and styles subject to prior sale.)



New Comfort in "Bel-View"

White
Nurses' OXFORDS
\$2 PAIR

Sizes 4½ to 9—

Widths AA to E in the Group!

Scientifically designed oxfords to provide the maximum in comfort and beauty! Patented cushion comfort features give you the feeling of walking on air. Patented Meta-tarsal and built-up steel arches insure proper support and solid comfort. Soft, durable rubber heels and good quality leather soles are another added feature of "Bel-View" Oxfords. Choose in Oxford, tie and pump styles. Plain and perforated vamps, white pumps with perforated vamps, medium heels. —Downstairs at Ayres.

- * Oxfords With Stitched Vamps!
- * Tie Styles, Perforated Vamps!
- * Pumps With Perforated Vamps!
- * Built-In Meta-Tarsal Arch!
- * Built-In Steel Arch!

Friday Hosiery Savings! FIRST QUALITY

Betty Shaw
Stretch Top STOCKINGS
50c PAIR

Hosiery savings to delight every woman! First quality "Betty Shaw" bemberg stretch top stockings at a price to please your budget. Genuine crepe boot, chiffon stockings, 4-thread weight. Smart new hosiery colors. Sizes 8½ to 10½. Stock up on your hosiery supply tomorrow at these SAVINGS!

Buster Brown Socks
First quality in the famous Buster Brown Ankle. All popular sweater colors. Sizes 8½ to 10½. Wise mothers will buy several pairs at this LOW price!

15c
PAIR

Women's Rayon Hose
Service weight stockings, seamed back, fashion marks. Well reinforced. Assorted colors. Sizes 8½ to 10½. These hose will give you excellent service—wise, buy several pairs at this price!

PAIR
Downstairs at Ayres.

Special Purchase—Sale Women's

RAYON UNDIES
29c
(Seconds)
Downstairs at Ayres.

Women's well-made, nicely tailored comfortable rayon undies—seconds of a well-known-maker at this special LOW price! Vests, briefs, stepins, bloomers and various pantie styles. Taped fronts, elastic back. Tailored and lace trimmed. Tea Rose. Sizes 34 to 44. (Seconds.)

—Downstairs at Ayres.

"Fruit of Loom" Shorts 4 for Vat dyed shorts, full cut, freedom of legs and full crotch. Bright colors. Stripes & checks.	\$1.00
"Real Silk" Socks 4 Pair Plain and fancy short socks in stripes and checks with assorted plain colors. Lastex tows. Bright browns and greens. Sizes 10 to 12. Substandards.	\$1.00
Men's "T" Shirts Plain and basque striped, white, blue, tan and yellow. Stripes in reds, blues, greens and browns. Sizes small, medium and large.	50c
Boys' Wash Shorts Sanforized wash shorts for boys in plain blue, tan, green and grey. Fast color, pleated front, matching belt and 4 pockets. Sizes 8 to 16.	59c
Sanforized Slacks Boys' sanforized wash slacks in plain blue, tan, green and grey. Fast color, pleated front, matching belt and 4 pockets. Sizes 8 to 16.	\$1.19
Boys' "Fruit" Knit Shorts 4 for Fruit of the Loom. Lastex waist band. 1x1 Rib. Sizes small, medium and large.	\$1.00
Boys' Wash Suits Wash suits for boys in plain color coverts and two-tone wash fabrics. Short sleeves, blues, tans and greens. Sizes 5 to 10.	59c
Boys' Crew Socks 4 for Bright ingrain blazer stripes in reds, tans, greens and two-tone colorings. Up or down style. Sizes 7½ to 12.	\$1.00
Boys' Spun Rayon Sweaters Jacket sweaters with button front, zipper pocket, 2 front pockets and long sleeves. Blues, browns and greens. Sizes 4 to 10.	\$1.19
Boys' Polo Shirts Cotton knit polo shirts. Deep tones. Broken sizes. Exceptional values at 39c each.	29c
Tots' Play Suits 1-PC. play suits for tots. Copen and wine. Broken sizes. Exceptional values at 39c.	39c
Tots' Spring Anklets New spring anklets in light and dark colors. Will give splendid wear. Sizes 6 to 10½.	10c
Boys' Wash Suits Popular belted styles. A few cotton knit suits included in the group. Broken sizes.	39c
Girls' Sport Shirts Well-cut, well-made shirts. Assorted colors. Sizes 8 to 16.	39c
Flour Sacks Big size bags for many uses. Ideal for house-cleaning time.	6c

—Downstairs at Ayres.

A Brand New Shipment
of Smart Fashion Values!

PRINT
DRESSES
SPECIALY \$2.00
PRICED

STYLES for Juniors, Misses and Women!

Sizes 9-15, 12-20, 38-44!

An exciting Friday Dress Value! Here are dress values you'll rave about—gay, colorful prints for sports, office and street wear. They're WASHABLE, too! Chic light and dark backgrounds, monotone and rich colorful print designs in styles you like to wear! 1-Piece dresses with flattering collars, V-necklines, collarless styles, clever pockets and novel stitching and button treatments. Need we urge you to shop EARLY for these exciting values?

—Downstairs at Ayres.