

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

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

Flash!!! 500 Additional New Pieces!

SALE! Spring COATS and SUITS

SALE
PRICE

\$5.00

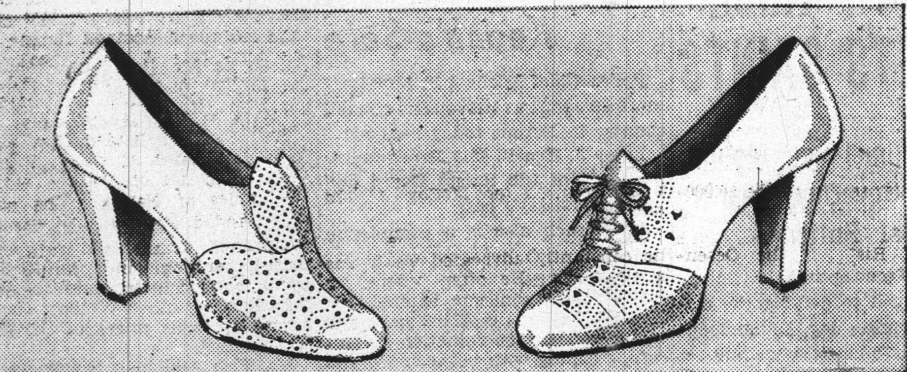
Sizes for Juniors, Misses and Women in the Group!

STYLES:
• Reefers!
• Swaggers!
• Swing!
• Boxy!
• Belted!
• Tuxedos!

COLORS:
• Black!
• Navy!
• Grey!
• Plaids!
• Monotones!
• Pastels!

MATERIALS:
• Twills!
• Crepes!
• Boucles!
• Worsted!
• 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 4 1/2 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.

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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 8 1/2 to 10 1/2. 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 8 1/2 to 10 1/2. Wise mothers will buy several pairs at this LOW price!

15c

Women's Rayon Hose
Service weight stockings, seamed back, fashion marks. Well reinforced. Assorted colors. Sizes 8 1/2 to 10 1/2. These hose will give you excellent service—be wise, buy several pairs at this price.

25c

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Special Purchase—Sale Women's

RAYON UNDIES
29c

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.)

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(Seconds)

"Fruit of Loom" Shorts 4 for
Vat dyed shorts, full cut, freedom of legs and full crotch. Bright colors. Stripes, checks. Sizes 30 to 32.
\$1.00

"Real Silk" Socks 4 Pair
Plain and fancy short socks in stripes and checks with assorted plain colors. Latest tops. Blues, browns and greys. Sizes 10 to 13. Substantials.
\$1.00

Men's "T" Shirts
Plain and basque stripe "T" shirts. Solid colors in white, blue, tan and yellow. Stripes in red, blue, green and brown. Sizes small, medium and large.
50c

Boys' Wash Shorts
Sanforized wash shorts for boys in blue, tan or green. Plain, navy or brown. Stripes and fancy plaids and checks. Extension belts. Elastic hand at waist. Sizes 6 to 16.
59c

Sanforized Slacks
Boys' sanforized wash slacks in plain blue, tan, green and grey. Past color, pleated front, matching belt and 4 pockets. Sizes 8 to 18.
\$1.19

Boys' 'Fruit' Knit Shorts 4 for
Fly front knit shorts by Fruit of the Loom. Lastest waist band. 1x1 Rib. Sizes small, medium and large.
\$1.00

Boys' Wash Suits
Wash suits for boys in plain color coveralls 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 7 1/2 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 29c each.
29c

Tots' Play Suits
1-Pc. play suits for tots. Open 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 10 1/2.
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

Women's Cotton Sweaters Ea.
Slipover and short sleeve styles in an assortment of colors. Sizes 32 to 38 in the group.
25c

Women's Batiste Blouses 2 for
Batiste Blouses. Band-bottom styles. Slightly soiled from display. Sizes 32 to 40 in the group. 59c Each, 2 for \$1.
\$1.00

Women's Sports Shirts 2 for
V-neckline, washable cotton sport styles. Choose in the popular new colors. Sizes 32 to 40 in the group. 59c Each, 2 for \$1.
\$1.00

Women's Sports Skirts
Corduroy and wool skirts in latest styles. Odds and ends. All have been MUCH better skirts. Sizes 26 to 30 in the group.
\$1.00

"Fruit" Wash Frocks 2 for
Discontinued styles of "Fruit-of-the-Loom" wash frocks. Mostly sheers. Broken sizes in the group. 59c ea., 2 for \$1.
\$1.00

Ruffled Curtains Pr.
Assorted colors in narrow width curtains. Ivory with colored ruffles.
39c

"Baby Ruffle" Priscilla Cur. Pr.
Ivory, pin dot curtains with dainty 2-inch ruffles. Ideal curtains for small rooms.
79c

48-In. Curtain Net Yd.
48-In. "Falconet" Curtain Net for wide dining room and living room panels. Ecom and eggshell. Several patterns.
19c

24x24 Upholstery Samples Ea.
Salesman's samples of high priced, heavy quality upholstery fabrics. One-to-four of a kind patterns. Approx. 24x24 size.
39c

MATCHED SETS, 6 Pcs.—For Dining Room Chairs\$2.99 Set

Ironing Board Covers
Stretch-on-style. Fit any standard board.
15c

Ironing Board Pads
Non-flammable pads. Good muslin cover.
39c

81x99 Percale Sheets
Luxurious percale sheets—seconds of a much higher priced sheet. Exceptional value at \$1.
\$1.00

Chenille Spreads
Dip-dyed, tu-tone colors for economical summer use. Outstanding values at this low price.
\$1.59

"Stevens" Lunch Cloths Ea.
Sizes 50x50. Pretty colorful printed designs in a choice of patterns and colors.
59c

"Cannon" Towels Ea.
Size 18x36. Famous "Cannon" quality towels in red and white colorful plaids. Ideal for face towels.
10c

Flour Sacks Ea.
Big size bags for many uses. Ideal for house-cleaning time.
6c

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A Brand New Shipment
of Smart Fashion Values!

PRINT DRESSES

SPECIALLY **\$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?

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