

The "BUY WAY" of Indianapolis[®] AYRES A DOWNSTAIRS STORE



STRAW HATS \$1.69

Values from \$2 to \$3 in this comprehensive selection! Flattering styles for youthful women and matrons. Hats so smart and "pretty" you'll choose them in twos and threes at this price! Headbands 22-23-24.

- Brettons!
- Brims!
- Watteaus!
- Cartwheels!
- Black!
- Toast!
- Open!
- Berets!
- Turbans!
- Sailor!
- Navy!
- White!
- Rose!

—Downstairs at Ayres.

E.O.M. LAST DAY TOMORROW

You'll find E. O. M. values galore in EVERY department! Fresh new seasonable merchandise priced at real SAVINGS. Remember, Quality Endures, so buy with confidence, tomorrow, for yourself, your family and home needs! All Items Subject to Prior Sale. Quantities, in some cases, are limited—So Shop EARLY! No Mail, Phone or C. O. D. Orders, please!

Wom.'s Higher-Priced Shoes \$1

A special group of women's shoes that have sold for many times this special sale price. Pumps, straps, ties. Low, medium and high heels. Black, tan, navy and white.

Sample Gloves 39c Pr.

Rayon fabrics and meshes in white, light blue, pink and yellow. Slip-on styles to wear now and through the summer.

Better Jewelry 25c

Simulated gold, silver and pastel colors in necklaces, clips, and bracelets. Perfect for your spring costume.

Wraparound Turbans 10c

Wraparound turbans in Jersey and Gabardine. Plain or striped colors. Reduced for clearance.

Better Scarfs 10c

A large selection of better scarfs in plain colors, stripes, polka dots and floral designs. Clearance priced.

White Lawn Hankies 4c

Ladies' white lawn hankies with rolled hems. 4-corner embroidery. Sale priced for E. O. M. only.

Women's Chiffon Stockings 50c

FIRST QUALITY. Full-fashioned, 4-thread chiffon stockings. Dainty picot run-stop. Choose in the new spring hosiery shades. Sizes 8 1/2 to 10 1/2. Be wise and stock-up on your hosiery supply at these Friday savings!

Buster Brown Anklets, 2 Prs. 25c

Ankle socks for misses and children in plain colors. Elastic and cuff style. Sizes 6 1/2 to 10 1/2. Newest spring colors. You'll want several pairs of these famous well-wearing ankle socks at this LOW price.

"Cannon" Diapers . . . \$1.29 Doz.

First quality of this famous brand of diapers. Guaranteed absorbent, faster drying. Easy to launder. 20x40 and 27x27 inches.

Infants' Wear 39c

White and pastel sweaters, hand-made dresses, hand-made creepers and bassinette blankets and tots' pastel wool sweaters. Friday only, 39c each.

Infants' Training Panties . . . 15c

Double knit training panties with French leg and well-wearing qualities.

Receiving Blankets 15c

Infants' pink and blue receiving blankets, warm and comfortable.

Tots' Wear 19c

Cotton dresses, play suits, cotton knit polo shirts, Boys' cotton suits, cotton wash suits and tots' cotton pinnafore. Friday only, 19c Each.

Girls' Fleece Toppers . . . \$1.99

Soft fleece toppers in notch collar and tuxedo styles. Colors in red, rose, beige and open. Sizes 7 to 16.

Girls' Wear 44c

Novelty printed play logs, twill play suits, cotton knit sweaters, broadcloth cotton slips, "Sweetheart" satin slips and felt and straw hats—Friday only, 44c each.

Pencil Stripe Slips 50c

Rayon satin pencil stripe slips with V or tailored top and bias cut. Sizes 34 to 44, in tea rose and white.

Porto Rican Gowns 25c

Women's Porto Rican hand embroidered gowns, round neck. Contrasting color trim. Sizes 16 to 17.

Cotton Crepe Gowns 50c

Cotton crepe or Porto Rican gowns in solid colors or printed batiste. V or round neck line. Straight cut, some with ties at waist. Sizes 16 to 20 in the group.

Women's Cotton Slips 35c

Cotton slips with built up shoulders or V top. Hemstitched at neck and arm holes. Sizes 34 to 52 in white.

Plain & Novelty Undies, 6 for \$1

Plain and novelty weave rayon panties, stepins, bloomers and vests. Elastic run at waist, tailored hem. Sizes 27 to 33 in the group. Tea rose.

Cotton Knit Union Suits 35c

Elastic knit union suits with built up shoulders, tight or shell knee. Sizes 36 to 44. Seconds.

Women's Batiste Gowns 88c

Cross bar check gowns with tailored belt at shoulder, lace trim neckline, full skirt, tie at waist. Sizes 34 to 40. Blue and white.

Punch Hole Undies 33c

Women's punch hole or plain run resist rayon panties, stepins, bloomers, vests or briefs. Plain taped fronts, elastic backs and tailored hem. Sizes 34 to 44 in the group.

Rayon Taffeta Slips 78c

Discontinued styles of better rayon taffeta and rayon denier slips, Cal V tailored and lace trimmed top, bias and 4-gore styles. Sizes 34 to 44 in the group.

"Betty Shaw" Slips \$1.29

FRIDAY ONLY! "Betty Shaw" rayon satin camisole top slips. Lace tops and straps in 2 styles. Flitted bust line. Bias and also 4-gore styles. Tea rose and white. Sizes 32 to 44. Take advantage of this low price tomorrow!

Women's Lingerie, 1/4-1/3-1/2 Off

Your favorite gowns, pajamas, chemise, dancettes and panties reduced for E. O. M. They're tailored and lace trimmed and all first quality. Rayon Satin and Rayon Crepes. Sizes 32 to 40 in the group.

Men's Shirts—Pajamas 50c

Full-cut shirts, fast color, fancy patterns, semi-soft fused collar styles. Gathered back, fine buttons, pleated sleeves. Many patterns and colors. Broken sizes. The pajamas are fine broadcloth and fast-color Coat and Slipover styles in bright blazer stripes. Trousers fitted at waist. Sizes B, C, and D.

Boys' Wash Shorts, 50c

Mill shrunk and sanforized wash shorts, elastic at waist extension belt, pleated styles. New covers in tan, blue, green, plain and fancy checks in grey and tan. Sizes 6 to 16.

Polo Shirts, 2 for 50c

Bright blazer stripes, crew neck, short sleeves. Red, brown, tan, green. Small, medium, large sizes.



Friday Feature Value! Fashion-Hits in New

Spring DRESSES

2 For
1 Dress \$7
\$3.69

Sizes 9 to 17, 12 to 20, 38 to 52, 18 1/2 to 24 1/2!

Dresses you'll love to wear now and right through the season! Smart styles in Bemberg sheers, Rayon Romaine sheers, Picadilly sheers, spun rayons, print rayons in a wide diversity of gay prints, dots, stripes, novelty checks and plains. In navy, black, blue and rose. You'll want two or more of these lovely dresses at this money-saving price!

—Downstairs at Ayres.

Give Your Old Furniture a New Lease on Life!

"SLICKS" Original Knitted SLIP COVERS

\$1.69

For Chairs

\$3.69

For Davenports

Dress up your worn upholstered furniture with these knitted slip covers—that fit like a glove! Attractive all-over pattern in three popular colors. Styles for regular and oversize davenports, club and wing chairs.

"Ruftex" Drapes, \$2.69 Pr.

Lovely, colorful drapes suitable for living or dining rooms. Fully lined. 34 inches wide. 2 1/2 yards long. Holly pattern.

Tailored Curtains, 44c Pr.

Booth Mills, famous long-wearing tailored curtains. Priced exceptionally LOW for Friday Only at 44c Pair.

Glazed Chintz, 10c Yd.

Full bolts. Lovely patterns and colors for your choosing. Unusually LOW priced for Friday at 10c Yard.

80-Sq. Percale Prints 12c Yd

Full bolts—NO remnants. 20 different pieces to choose from. Buy all you want for housedresses, aprons, school dresses, etc.

"Hope" Muslin, 9c Yd.

Famous "Hope" Muslin at a NEW low price! Limit 10 yards to the customer.

Pillow Tubing, 12c Yd.

Full bolts. (Seconds.) Specially priced for E. O. M., 12c yard.

Flour Sacks, 4c Ea.

Excellent for many household uses. Limit 6 to a customer.

"Cannon" Towels, 10c Ea.

Plain "Cannon" Towels, size 20x38. Limit 10 to a customer.

"Cannon" Towels, 7 1/2c Ea.

Plaid "Cannon" Towels, size 17x35. Red only. Limit 10 to customer.

—Downstairs at Ayres.

Special Purchase and Sample Sale!

Regular \$8.98 to \$13.98

Girls' COATS

\$4.88

Sizes

7 to 16

Smartly styled, fine quality coats to thrill mothers and daughters alike. All-wool coats in a wide variety of styles. Many one-of-a-kind styles. All sizes, 7 to 16, but not all sizes in every style. We advise EARLY shopping for best selection.

Another Group, Girls' Coats

Regular \$5.98 to \$10.98 Values

\$3.88

Sizes

7 to 16

Fitted reefer and boxy styles in novelty blue and brown tweeds, all-wool shetlands in navy, cadet and rose and all-wool cheviots in navy. Sizes 7 to 16. Outstanding values at \$3.88.

—Downstairs at Ayres.



—Downstairs at Ayres.

Smartly styled, fine quality coats to thrill mothers and daughters alike. All-wool coats in a wide variety of styles. Many one-of-a-kind styles. All sizes, 7 to 16, but not all sizes in every style. We advise EARLY shopping for best selection.

Another Group, Girls' Coats

Regular \$5.98 to \$10.98 Values

\$3.88

Sizes

7 to 16

Fitted reefer and boxy styles in novelty blue and brown tweeds, all-wool shetlands in navy, cadet and rose and all-wool cheviots in navy. Sizes 7 to 16. Outstanding values at \$3.88.

—Downstairs at Ayres.

Men's Topcoats . . . \$6.47

All wool, wool and rayon topcoats. Assorted colors. Sizes 34 to 46.

Corduroy Pants, \$2 Pr.

Men's fine quality corduroy pants, specially reduced for Friday only. Broken sizes and up to size 50 waists.

Shirts, Shorts, 4 for 50c

Tubular knit, perfect fitting shirts. Sizes 34 to 48 in the group. Men's fast color shorts, elastic at sides, balloon seat, full cut. Greens, blues, tans in checks and stripes. Sizes 30 to 42.

Rayon Hose, 4 Prs. 50c

Double sole, garter top hose. Reinforced heel, toe. Mercerized tops. Grey, blue, brown, in clocks and stripes. Sizes 10 to 12. First quality.

Boys' Wash Shorts, 50c