

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

* REGISTERED



SALE! Manufacturer's Closeouts of Samples and Discontinued Styles! Regular \$2.00

Women's HATS

Turbans! Off-the-Face-Brims! Pancakes! Pokes!

Self Trims! Veil Trims! Ribbon Trims! \$1.00

A great sale of higher priced straw, rayon fabric and combination women's hats. Made to sell for twice this low sale price. Attractive colors and styles to choose from. See them tomorrow for best selection.

—Downstairs at Ayres.



**Reversible
SPORT
COATS**
With or Without Hoods
\$10.95



*All the Girls Are Raving About the New
"Lazy Lass" SPORT PUMPS*
\$2.00

Lazy Lass is the smart new sport pump sweeping the country. Leather sole and insole. Colors come in Antique Brown or Brown and White combinations. A comfortable casual sport pump that's perfect for school and active sports wear. Sizes 3½ to 9 in Narrow or Medium widths.
—Downstairs at Ayres.



Your Spring Will Be Just a Little Bit Brighter When You Glory in These
CHAMBRAY FROCKS

\$2 and \$3

SIZES 12 to 20 in the Group!

PASTEL COLORS IN:

*Green!
Blue!
Rose!* *Solid Colors!
Stripes!
Two Tones!*

Your sun will shine brighter, life will be just a bit gayer, and all because your wearing such a charming Chambray frock. Choose yours in solid colors, stripes or combinations of both. Gay flared skirts, leather belts and self belts, pearl button trim and all of those little details that make smart daytime fashions.

Other Chambrays. Sizes 38 to 44 \$2 to \$3.98

A Combination striped top and solid skirt. Pearl button trim. Colors in Green, Rose or Blue. Sizes 12 to 20 \$3

B Striped chambray with round neckline, cat-in buttons, flared skirt. Colors in Green, Rose or Blue. Sizes 14 to 20 .. \$2

—Downstairs at Ayres.

Treat Yourself to Fine Hosiery With

La Sayre
First Quality
Full Fashioned
Chiffon STOCKINGS
2 PAIRS \$1.00
1 Pair, 55c

Begin tomorrow to enjoy the exquisite beauty of La Sayre Full-Fashioned First Quality Stockings. Stockings that are truly beautiful, yet cost so much less than similar stockings in other brands. Made of pure silk in 3-thread chiffon, with rayon welt and rayon reinforced foot and runstop. Sizes 8½ to 10½ in smart hosiery colors.
—Downstairs at Ayres.

Sew and Save! Save half, when you make your own slip covers!

"DUSTITE" Striped Slip Cover Cloth
39¢
YARD

Alternating chevron and solid stripes in tri-tone colors of dark, medium and light green, wine, rust and rose, royal, medium and light blue. Full 50 inches wide, fully sanforized, fast colors and fully washable. Offered for about half of the regular price.
—Downstairs at Ayres.

All 4 at One Low Price!

NO DOWN PAYMENT
On Ayres' "Few Pennies a Day" Plan—This Includes Small Carrying Charge.



Look at These Savings in This Sale

**1 9x12 RUG
1 Rug PAD
2 Small Rugs**

*A Regular \$38.60
Value for—* **29.75**

The RUGS—Beautiful Oriental patterns, floral and texture designs in all these all-wool face seamless rugs. The colors are rich in design, and wearing qualities are positive. Heavy tailored ends, deep thick nap. All the wanted colors. Some rugs are imperfect. One pattern 80% wool and 20% rayon.

The PAD—Plain pad, made of vegetable fiber. Moth-proof and rodent-proof. A pad will give added years of life to your rug.

The Small Rugs—Two 27x45-inch throw rugs to harmonize with the large rug. The small rugs will make your room complete.

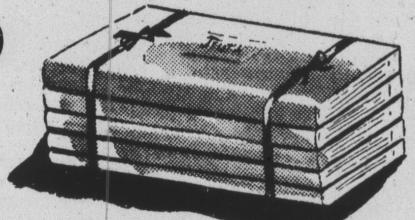
—Downstairs at Ayres.



Advertised in LIFE Magazine!

PACIFIC
Truth Sheets

\$1.00



81x108 Inches
72x108 Inches
63x108 Inches

A special selling of our famous TRUTH sheets of pure bleached muslin in 64x64-thread count. They're torn to size before hemming and have heavy selvage.

Pillowcases, 36x42 inches 29c
Pillowcases, 36x36 inches 25c

Sample Chenille Spreads \$1 to \$3.99
Just 50 of these lovely spreads in a wide assortment of colors and patterns.

Perma-Fluff Comforts \$3.99
25 comforts reduced from higher prices. Rayon taffeta covered, non-lump!

Bates Bedspreads \$1.98
Bates colonial bedspreads reduced for this sale. Discontinued patterns. Many colors.

"Springtime" Quilts \$2.98
80x84-Inch light weight quilts for summer. Printed batiste covers, allover patterns. Cotton filled. Rose, Green, Gold and Blue.

50% Wool Blankets \$2.99
72x90-Inch solid color 5% wool blankets. Rayon binding. Rose, Gold, Green, Wine, Blue and Orchid.

Stevens Linen Towels 6 for \$1
16x32-Inch towels in heavy crash 85% linen. Colored border. Mill irregulars. Blue, Green, Gold, and Red.

"Cannon" Bath Towels 15c Ea.
20x40-Inch in colored checks, 18x36-Inch in white with colored borders. Heavy quality. Many colors.

Woven Seersucker 19c Yd.
Remnants of new spring prints and colors. 2 to 5-yard lengths.

Printed Rayon Jersey 39c Yd.
36 inches wide and fast colors. All the new spring colors and patterns. Full bolt lengths.

Sanforized Denims 19c Yd.
Remnants from 2 to 20 yards long, 36 inches wide, plain and colored stripes. New colors.

Percal Remnants 10c Yd.
1000 yards of fine percale remnants. New patterns, new colors, 1 to 5-yard lengths.

Printed Poplin Remnants 15c Yd.
Printed poplin remnants all 36 inches wide, fast colors in new patterns, colors.
—Downstairs at Ayres.