

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

★ REGISTERED



Fashion Decrees It,
Your Heart Desires It,

For Spring
It's

PRINTS

\$3.98

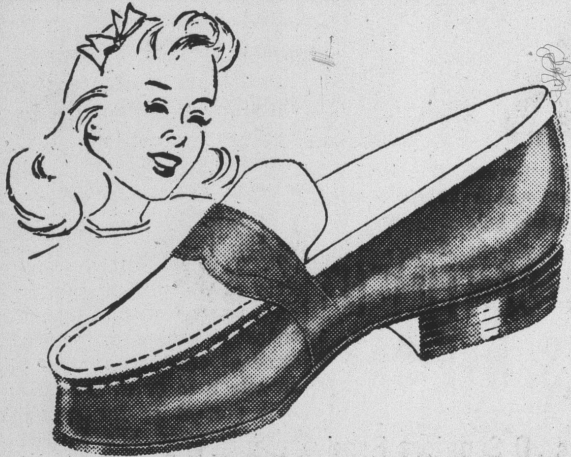
Sizes for Juniors,
Misses and Women

Large Prints!
Little Prints!
Neat Trims!

Colorful dresses that are
such a gay contrast to
dull, drab winter clothes.
Don't deny yourself the
pleasure of a spring print
a moment longer. Come
in tomorrow and see the
dress designed for YOU!

Sketched: Print coat dress in
Red or Green print. Sizes
16 to 20.

—Downstairs at Ayres.



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.

Treat Yourself to Fine Hosiery With

La Sayre

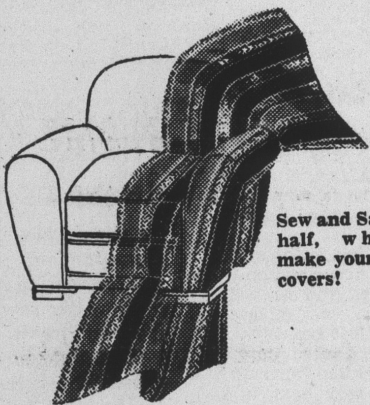
First Quality
Full Fashioned

Chiffon STOCKINGS

2 PAIRS \$1.00
1 Pair, 55c

Begin tomorrow to enjoy the exquisite beauty of La
Sayre Full-Fashioned First Quality Stockings. Stock-
ings that are truly beautiful, yet cost so much less than
similar stockings in other brands. Made of pure silk
in 8-thread chiffon, with rayon welt and rayon rein-
forced 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

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.

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YARD



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 combina-
tion women's hats. Made to sell for twice this low sale price.
Attractive colors and styles to choose from. See them tomor-
row for best selection.

—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 combina-
tions of both. Gay flared skirts, leather belts and self
belts, pearl button trims 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 but-
ton trim. Colors in Green,
Rose or Blue. Sizes 12
to 20 \$3

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

—Downstairs at Ayres.

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
tailed 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 rodentproof. 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.



NO DOWN
PAYMENT

On Ayres' "Few Pennies
a Day" Plan—This In-
cludes Small Carrying
Charge.

9x12 RUG

2 SCATTERS

RUG
CUSHION



Sport Coats for Spring
Go Colorful and Gay!

Reversible
SPORT
COATS

With or Without Hoods

\$10.95

Spring's the time for a re-
versible! A soft colorful
spring coat on one side and a
smart Gabardine raincoat on
the other... really two coats
in one. Choose them from our
large stocks of Plaids, Tweeds,
Glen-Plaids, Covert and Cav-
alry Twills in tones of Blue,
Tan or Rose. Sizes for Misses
and Juniors.

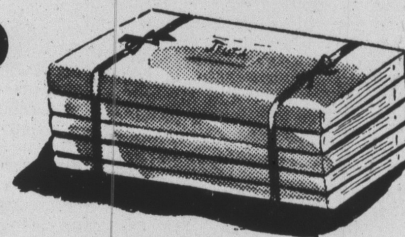
—Downstairs at Ayres.

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 hem-
ming 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 cov-
ers, all-over patterns. Cotton filled. Rose, Green, Gold and Blue.

5% 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, 16x36-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.
39 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.

Percale 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.

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