

Shoppers Guide to FASHION and QUALITY

AYRES' DOWNSTAIRS STORE



Crisp, Feminine Frills

Give That Fresh-From-the-Box Look to These Glorious New

Spring DRESSES
—Many With Detachable Accessories

\$7.95

Just picture yourself in one of the dresses sketched! With a crisp lingerie bow under your chin—with a soft cape hugging your shoulders—with dainty pleatings, ruchings, or rufflings... to make you look alluringly feminine! That's just ONE of delectable features that Fashion holds in store for you this spring—offered in amazing variety in this wonderful collection in Ayres Downstairs Store. In sizes for juniors, misses, women and larger women.

—New Rough Crepes
—New Heavy Sheers—Gay New Prints
—Print Combinations

—Downstairs at Ayres, Where Fashions are Less Expensive.

Ayres' Downstairs Store Introduces

"KAYSER"
Washable Chamoisette
GLOVES59c
PAIR

Now you can buy genuine "KAYSER" gloves in Ayres Downstairs Store! Offered in a wide assortment of smart new spring styles—both cuff and pull-on models. They are made of beautiful washable fabric chamoisettes. Wanted colors. Sizes 6 to 8.

Other KAYSER
Gloves, \$1.00

Fine double-woven fabric gloves that look, feel and fit like leather! Wash beautifully. Fine assortment of new spring styles. Sizes 6 to 8.

—Downstairs at Ayres.

COLORS:

- Black
- Brown
- Navy
- Beige
- Gray
- Polo Blue
- Hyacinth
- New Reds
- Gold
- Green

Another Group of Fine
Sample Hats

At Savings of 50% to 75%

As we announced last week, another big group of VERY FINE SAMPLE HATS has arrived for Saturday choosing. These are workroom samples from an outstanding maker of exclusive millinery. Every hat is up-to-the-minute in style—sailors, new brims, turbans and beret effects. Every hat was made to sell for at least TWICE this price!

\$2

—Downstairs at Ayres.

It's News When You Can Buy

Spring Coats

With Detachable Capes and
Scarfs—Priced at Only

\$16.75

By all means choose a spring coat with DETACHABLES on it... and a plain, high neckline underneath! Nearly every time you wear it you can make it look like a different coat. There are models with detachable capes, detachable self scarfs, and detachable fur scarfs—all of which can be changed for a silk scarf, or with the coat buttoned low permitting the lingerie trim of your dress to show. Dozens of styles at this popular low price! Sizes for juniors, misses and women.

—Downstairs at Ayres.

2-Way Stretch
Kabo Girdles
\$3.50

A perfect foundation garment that stays where you put it—whether you sit, or walk, or stand. Made entirely of two-way stretch elastic. Sizes 25 to 32.

—Downstairs at Ayres.

NO OTHER HOSIERY

Offers the Beauty and Durability of This

Cradle Dura-Foot



DESIGNED FOR STYLE

REINFORCED FOR WEAR

Just ONE of the Secrets of Hosiery Satisfaction That So Many Women Are Discovering in Our Wonderful New

Substandards of

REAL SILK
De Luxe Hosiery

59c PAIR

NOTE: FIRST QUALITIES OF THESE HOSE SELL REGULARLY FOR \$1.35 AND \$1.75 A PAIR!

Always wear REAL SILK "De Luxe" Hosiery—and you'll eliminate the "grief" that usually originates in the foot of a stocking! The exclusive Real Silk "CRADLE DURA-FOOT" takes care of THAT! The toe is so cleverly and positively reinforced that toenails give up in despair...and in spite of mere utility, the foot is so ingeniously shaped that it does not show above your slipper. Remember! This is just ONE of 7 exclusive features found only in Real Silk De Luxe Hose. Sold exclusively Downstairs at Ayres' in Indianapolis!

Lovely, New
Butterfly
Sweaters

\$1.98

The Sportswear hit-of-the-season is the gorgeous new Butterfly sweaters! Made with new high necklines and waist-deep butterfly sleeves. In a dazzling assortment of smart styles and gay color combinations. Sizes 34 to 40.

New Skirts
\$1.98

A complete assortment of new all-wool skirts in the popular "Cow-Boy" style (sketched above), new jumper skirts, and other smart sports styles. In black, brown, gray, navy, etc. Sizes 26 to 32.

MAKE YOUR FEET HAPPY!

It's EASY, If You Use the Proper
DR. SCHOLL REMEDY
or APPLIANCE!

It is so useless to suffer the many ills and the pain caused by painful feet! In most cases a visit to our Foot Comfort Department will quickly uncover the cause of your trouble, and the proper Dr. Scholl Appliance or Remedy will relieve you.

Mr. Louis Finkelman, who has been in charge of this department for nearly four years, will be glad to help you. Without charge, he will take Pedo-Graph Prints of your stockinged feet and recommend the remedy or appliance you need.

—Downstairs at Ayres.

Ready for Spring! With Girls' and Tiny Tots'
"Cinderella" Wash FrocksNationally Known for Style,
Quality and Long Wear!

59c and \$1



Guaranteed Fast Colors

For years, Ayres' Downstairs Store has been selling "Cinderella" wash frocks—and very, very few mothers have had occasion to take advantage of our "guarantee offer!" Tomorrow, we present a group of brand NEW, spring Cinderella frocks—in voiles, dimities, lawns, eyelet embroidery, fine cotton prints, and broadcloths. Jumper frocks, bolero effects, belted styles and dozens of others.

Sizes 2 to 6½ for Children

Sizes 7 to 16 for Girls

—Downstairs at Ayres.

