

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

(REGISTERED)



These Little
SAILORS
Have the Navy
BLUES!

A navy blue sailor is easy to find Downstairs at Ayres, where gobs and gobs of Sailors give you plenty of opportunity to find your heart's desire. See these, for instance, with wide or narrow brims, the striking straws or fabrics, the fresh and original trims, that a new sailor hat must have.

Large Brims
Small Brims
Medium Brims

Rough Straws
Smooth Straws
Fabrics

\$1.98

—Downstairs at Ayres.

Pastel Printed DRESSES

Are Here!—"A Sign of Spring"
Surer Than the First Robin!

\$5.98

Spring calls for a pastel print and pastel prints call for fashion's newest in Ayres Downstairs Store. The grand thing about these new prints is their NEWNESS... just arrived from New York the first thing yesterday... and their CHIC... in regency pastels, with fine smocking at the neckline. They come in all the colors you can mention and a complete size range for women and misses.

Brown	Yellow
Blue	Sizes:
Navy	14 to
Green	20 and
Beige	16½ to
Tan	22½!

—Downstairs at Ayres.



Tomorrow We Introduce
IRREGULARS of

BREEZY-KNEE

A New Full-Fashioned
Knee-Length Stocking By
REAL SILK

60c Pr.

Knee-length stockings are now a wardrobe necessity. Women found out from last summer that these stockings are the coolest, and the most comfortable. And give you absolute freedom of the knees.

Tomorrow we offer "Breezy-Knee," a stocking that's built according to Real Silk specifications... for beauty... for sheerness... for durability. In all the smart new shades and all sizes from 8½ to 10½.

—Downstairs at Ayres.



Join the Hundreds of Women Who Are Wearing

"Corliss" Shoes

There's a Shoe for Every Purpose... A Size for Every Foot... Styled for Youth... And All Are Offered at **ONE LOW PRICE!**

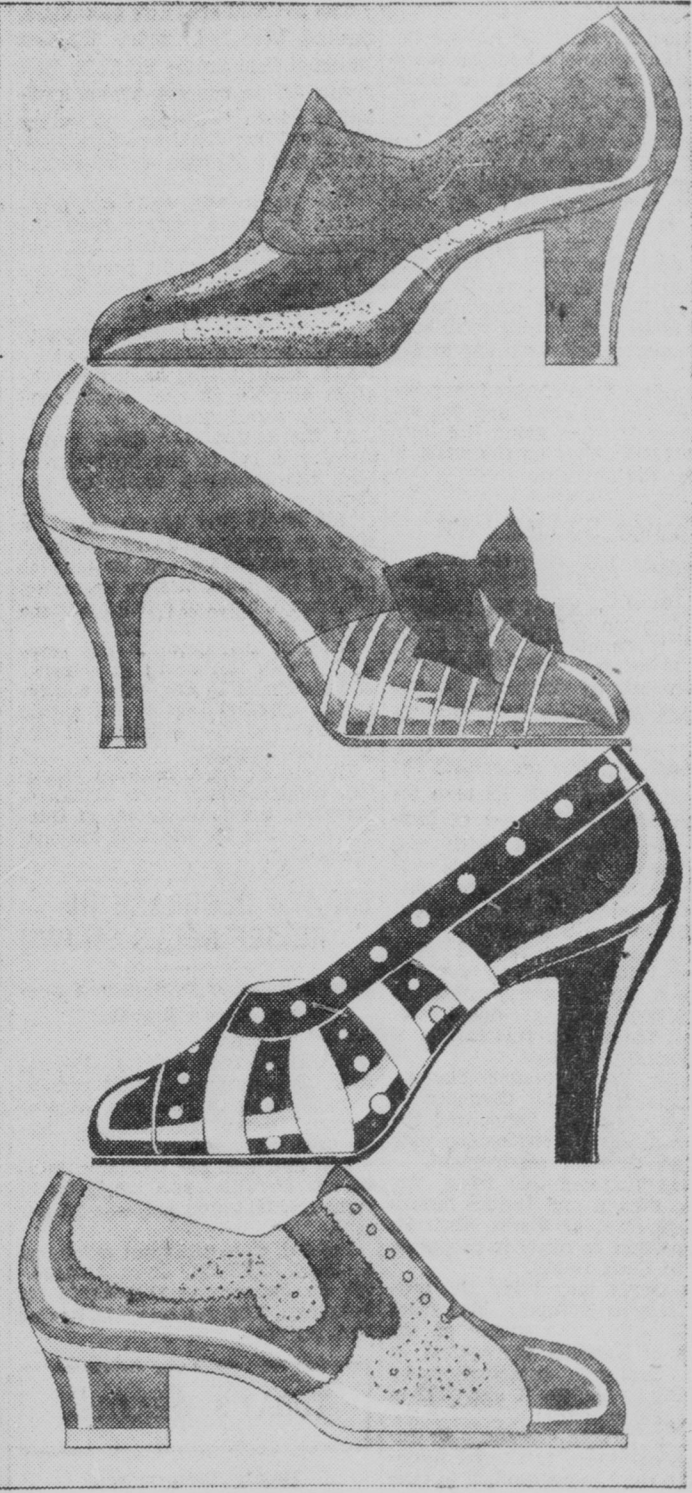
STYLE SHOES!
ARCH SHOES!
SPORTS SHOES!
PUMPS!
STRAPS!
TIES!
OXFORDS!
SANDALS!
KID!

\$2.99 PAIR

Don't let spring slip by without slipping on a pair of these new Spring "Corliss" shoes. They're styled for youth... with the new short vamp in pumps, ties and sandal straps. They're daringly youthful and modern as tomorrow with their chic new trims and leather treatments. Styled for every daytime occasion in sizes 3 to 9 and width AAAA to C.

—Downstairs at Ayres.

PERFORATIONS!
CUT-OUTS!
PUNCHED WORK!
BLUE!
BLACK!
BROWN!
WHITE!
PATENT!
TREE BARK



Girls' New Frocks In Pastel Taffetas

\$2.98

When Easter comes around Miss 7 to 14 will proudly join the Easter Parade wearing a new Easter Frock in pastel taffeta. These come in a frilly ruffle style or a smart tailored style. Colors in pink, blue, maize and green.

Confirmation
DRESSES
\$3.98

She'll make a sweet picture on Confirmation Day in one of these sweet taffetas trimmed with net and with a shirred skirt. Later they may be dyed and worn for the "best." Sizes 7 to 10. Others in georgettes and crepe de chine.

Spring Coats
\$5.98

Girls' Polo Bark cloth coats with the yoke, pleated back. Smartly tailored styles for dress or school. Tan or blue colors. Sizes 7 to 14 years.

Twin Sweaters, \$1.59
—Downstairs at Ayres.



You'll Adore the Luxury of "CARESS" UNDERTHINGS

Surprisingly Low Priced!

\$1.59 Up to \$2.98

"Caress" is our new name for the most frivolous, feminine underthings you ever saw! "Caress" is our new name for the smartest tailored underthings you ever saw! "Caress" is our name for the most colorful and most beautiful underthings you ever saw! "Caress" is our new name for Underthings with the most modest prices you ever saw! You'll want "Caress" underthings... to treasure... to love... to caress you!

Gowns
Slips
Panties

Stepins
Chemise
Pajamas
Dance Sets

Florals
Peach
Tealose

Baby Blue
Flesh
Maize

—Downstairs at Ayres.



Spring Vacation Savings for Boys!

Boys' New Spring 2-Knicker SUITS

\$7.98

Come on down tomorrow and pick out your new Easter Suit. We've a fine group of all the new spring styles and colors. The knickers are full lined and have knit grip bottoms. The coats have half belts and inverted pleat backs. Plaids and checks and blue chevrons. Sizes 8 to 15.

Boys' "Whoopee"
PANTS
89c

These are ideal for play days ahead. They're long trouser style in plain dark blue or plain white with elastic in waist and wide bottoms. Sizes 4 to 16.

New Sanforized Wash Shorts

Sanforized shrunk wash shorts in prints, plain and striped colors. Slash pockets. Sizes 6 to 16.

—Downstairs at Ayres. **89c**

