

# The "BUY WAY" OF INDIANAPOLIS\* AYRES A DOWNSTAIRS A STORE

(REGISTERED)



These Little  
**SAILORS**  
Have the Navy  
**BLUES!**

**\$1.98**

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

—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  
Blue  
Navy  
Green  
Beige  
Tan

Yellow  
Sizes:  
14 to  
20 and  
16 1/2 to  
22 1/2!

—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 cool-  
est, and the most com-  
fortable. And give you  
absolute freedom of the  
knees.

Tomorrow we offer "Breezy-  
Knee," a stocking that's built  
according to Real Silk spe-  
cifications... for beauty...  
for sheerness... for dur-  
ability. In all the smart  
new shades and all sizes  
from 8 1/2 to 10 1/2.  
—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  
dresses 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 frivulous, feminine under-  
things 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  
Tearose

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 half grip bottoms.  
The coats have half belts and inverted  
pleat backs. Plaids and checks  
and blue cheviots. Sizes 8 to 15.

## Boys' "Whoopie" 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.

