

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

Be Better Dressed for Less on Easter!

SEE PAGE 27 FOR MORE EASTER FASHION NEWS



A Refreshing Line-up of EASTER FASHIONS for the "Junior Miss"!

Easter is but one week away! Every "young modern" who has been searching frantically for her new Easter coat or dress can now "pack all your troubles in the old kit bag and smile, smile, smile!" For the "Junior-Miss" Shop has solved all your problems... with one of our greatest line-ups of refreshing new Easter fashions... smart, practical and priced to save you Easter dollars. Pay the "Junior-Miss" Shop a visit the very first thing tomorrow... and chase the Easter blues away! Sizes 14 to 20 and 11 to 19.

Dresses, \$3.98 to \$10.75
Coats, \$10.75 and \$16.75

Regency Blue Easter Frock
(B) **\$5.98**

Just one of the hundreds of new Easter fashions we have at this price. The navy blue organdy collar, the shirtwaist type top with the big belt buckle is fashion news.
—Downstairs at Ayres.



Navy Blue Dress Coat
(A) **\$16.75**

At this price you'll also find dressy and very well tailored sports coats as well as fur-trimmed dress coats. The collar of this coat is of pleated taffeta, the fabric is a new rough diagonal crepe.

Navy Blue Easter Frock
(C) **\$5.98**

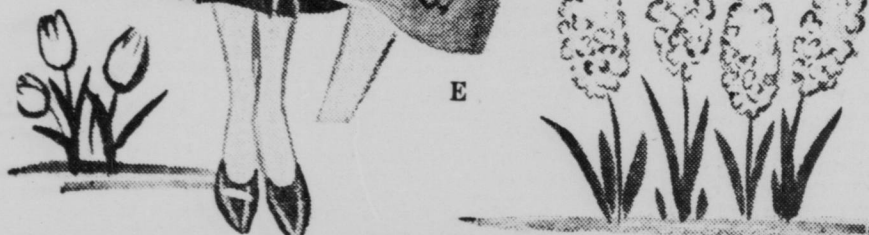
A navy blue frock made of a new "blistered" crepe material. The white collar and cuffs are decidedly chic, and can be removed for washing or putting on a different set.

Tailored Sports Coat
(D) **\$10.75**

We sketch one from a great assortment of new Easter styles at this price. The group includes many dress styles, too! Made of polo bark, tailored like a man's topcoat. Smart for every occasion.

Printed Pastel Dresses
(E) **\$6.98**

We've a grand collection of these printed pastels... and you'll see a lot of them in the Easter parade. Note the regency collar on this print. The colors are turquoise with brown floral patterns.
—Downstairs at Ayres.



Ready Tomorrow—A Big New Group of Easter HATS

\$1.98
EACH

We've just been to New York... and here are all the smart answers to top-off your Easter outfit. We've outdone ourselves with this brilliant group of new Easter Hats. They're exciting, dramatic and very colorful, and all are authentic fashions. The right hat for your Easter outfit will be found in this group... and you can join the Easter parade with confidence in knowing that YOUR hat is fashionably correct.

—Downstairs at Ayres.

Bretons
Turban
Off-the-Face
Wide Sailors
Narrow Sailors
Wide Brims
Narrow Brims
Poke Bonnets
Gobs
Beige
Blacks
Brown
Red
Gray
Navy
Pink
Blue
Maize



Your Best Assurance Against Easter "Runs" Is to
Wear IRREGULARS of

REAL SILK

DeLuxe Chiffon Hose

Real Silk DeLuxe Chiffon hose are known in every corner in Indianapolis as the best hose women can buy for the money they have to put out. They're smartly beautiful, sheer as a cobweb and serviceable as a coat of armor. They're protected by the 10 Valiant guardsmen, who are on duty day and night. In all the favorite spring colors. Sizes 8 1/2 to 10 1/2.

50c
Pr.

BREEZY KNEE

50c PAIR

"Breezy Knee" is our name for irregulars of REAL SILK'S new full-fashioned knee length stockings. It's a sheer chiffon and is made just like our DeLuxe chiffon. In smart shades. Sizes 8 1/2 to 10 1/2.
—Downstairs at Ayres.



A Pre-View of New

"Corliss" Shoes

Featuring—Shoes for Every Daytime Occasion—Sizes for Every Foot—and Offered at ONE LOW PRICE!

This pre-Easter review of the new "Corliss" Shoes offers you a grand opportunity to get the STYLE, the SIZE, and the TYPE shoe you want for the Easter Parade, and the rest of the spring season, at a very LOW PRICE! "Corliss" shoes are daringly youthful and extremely modern with their chic new trims and leather treatments. They come in the 4 smart spring colors... and you'll find a style to go with your new Easter outfit in this large collection. Sizes 3 to 9, widths AAAA to C.

\$2.99
PAIR

STYLE SHOES!
ARCH SHOES!
SPORTS SHOES!
PUMPS!
STRAPS!
TIES!

OXFORDS!
SANDALS!
CUT-OUTS!
PUNCHED WORK!
BLUE!
BLACK!

BROWN!
WHITE!
PATENT!
TREE BARK!
CALFSKINS!
KIDSKINS!
—Downstairs at Ayres.



Choose a New HANDBAG

From 2 Smart Groups—Priced to Save You Money!

A marvelous selection of new simulated leathers in the new grain effects... boxwood, wormwood, ostrich and others. In pouch, and underarm styles, some with zipper openings. Colors in black, brown, gray, navy, red and white.

\$1

Genuine cowhide leather handbags in a great variety of styles and smart colors. Pouches, envelopes and underarm styles. Patents and new grain leather effects will also be found in this exciting collection. Black, brown, navy, gray and red colors.

\$1.29

—Downstairs at Ayres.



We've Hundreds of Spring's Bright

New Blouses

Priced to Appeal to Easter Budgets!

\$1.00
at

A marvelous collection of tailored suit blouses in the favorite spring materials. Batiste, sheer hanky lawn and colorful acetate. Adorable prints in bright stripes, dots and giddy plaids. Or if you prefer pastel hues... we have them in a great array. Sizes 34 to 40.

\$1.98
at

Tailored of frilly, feminine styles. In silks, crepes, satins and linens. In cheery, bright colors in stripes, checks, dots, plaids and lovely plain color pastels. Sizes 34 to 40.
—Downstairs at Ayres.

