

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

★ (REGISTERED)

Rain-'r-Shine

★ Registered

Sport Coats

\$19.75

New Fashions and
New Fabrics for Spring!

Now is the time you need the warmth and smartness of a "Rain-'r-Shine" sports coat... our own exclusive, registered brand. Made of twisted boucle fabrics in mixtures of many hues and colorings. Choose yours from many smart new styles, 3 of which show here. Made for fair weather or foul... and they'll "take it" and still look smart. Sizes for women and misses.

Sizes:
14 to 20
38 to 52

—Downstairs at Ayres.



\$1.15



39c Ea.

They'll Be the Cutest
Darlings in the Easter Parade!

Tots' French Crepe Print Dresses

New Easter styles in straight line and fitted Princess Elizabeth models. All are washable and guaranteed fast colors. Sizes 3 to 6½ years. **\$1.15 EACH**

Tots' Flannel Coat Sets.....\$1.98

Spring weight wool flannel coats with hat to match. Red, navy, blue. Brother and sister styles 2 to 6.

Tots' Wash Frock Set.....59c

Print and solid color dress with rag doll Easter bunny to match. Fast colors. Sizes 3 to 6.

Tots' Muslin Slips.....5 for \$1.00

Fine quality muslin slips in ruffle and button styles. Sizes 2 to 14 years.

Child's Satin-Sheen Slips.....59c

Neatly tailored with embroidery trim. White and flesh. Sizes 8 to 14 years.

Children's Minneapolis Union Suits

Self-Help Style—Spring Weight!

Self-help style with knit lastex self-help back guaranteed for the life of the garment. Boy and girl styles. Sizes from 2 to 10 years. **3 for \$1.00**

—Downstairs at Ayres.

Here's a Very Inexpensive Rubber Reducing Foundation

With Adjustable Laced Back!

\$1.39

Put it on and you'll look pounds slimmer... and it's an easy method to help you reduce. The laced back allows you to adjust garment to fit the figure. The perforated, stockinette lining allows the skin to breathe and absorbs perspiration. Swami uplift brassiere top, low evening back. Sizes for women and misses.

—Downstairs at Ayres.

We've All the High-Ranking Styles in

Navy Dresses

For the Woman Who Wear Sizes in the Flattering Forties and Fifties—at a Popular Low Price!

\$7.98

Navy is always a classic Easter fashion... you'll see many of the very smartest women dressed for the Easter parade in navy. We've a tidy cargo of all the newest high ranking navy styles... ready for you tomorrow. Youthful and becoming jacket and sheer jacket styles. Wearable one-piece style with a plain figure in it. Beautiful new prints with a navy ground. Join the ranks of the navy this spring... it's more important than ever... and at this popular low price it looks like a lot more.

Sizes:

14 to 20—38 to 42

44 to 52—16½ to 24½

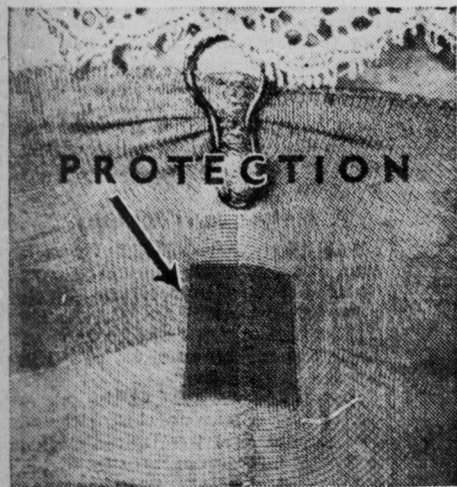
—Downstairs at Ayres.



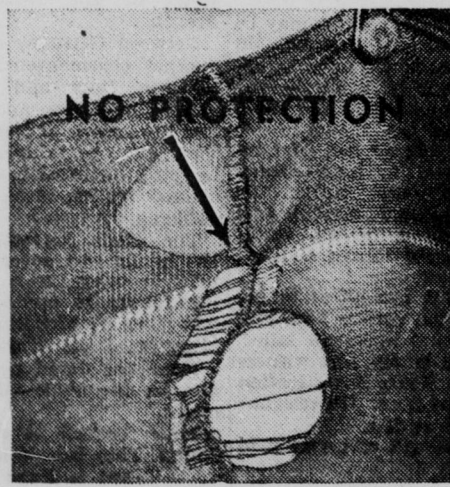
No. 2 of an Informative Series

NO OTHER HOSIERY at ANY PRICE
Is Protected by This Positive

HEM-GUARD



The Real Silk Way



The Old Way

.... Yet It Is Just ONE of the Secrets of
Hosiery Satisfaction Women Are Discovering

In Our Substandards of

REAL SILK DeLuxe Hosiery

SHEER
CHIFFON

69c
PAIR

Sizes:
8½ to 10½

The patented "Real Silk" HEM-GUARD is just a tiny little square reinforcement... almost invisible... but it is constantly on guard... against the devastating tears and runs that are so likely to begin where the seam joins the hem. Only REAL SILK DeLuxe hose offers this positive protection... just ONE of 7 exclusive features! Indianapolis women are learning that this in one of the finest hosiery values in the world... and they are sold only in Ayres Downstairs Store in Indianapolis.

—Downstairs at Ayres.



"Air Conditioned" Cotton Frocks*

Let the Body Breathe in All Kinds of Weather!

\$1.98
EACH

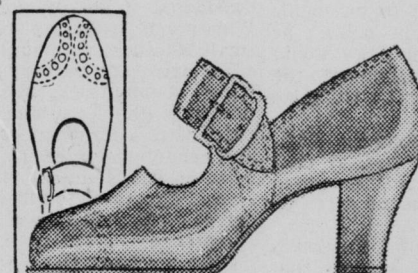
America is fast becoming Air-Conditioned minded. Now, by a new patented process we have a new fabric "Air-Conditioned" so that AIR may penetrate it faster than usual, thereby producing a cooling effect... and allowing the body to breathe freely. This process not only "air-conditions" the fabric... it also improves the appearance of it... and laundering actually improves it.

These new "air-conditioned" frocks may be selected in choice of several styles and in a large variety of plain colors. Sizes 14 to 44.

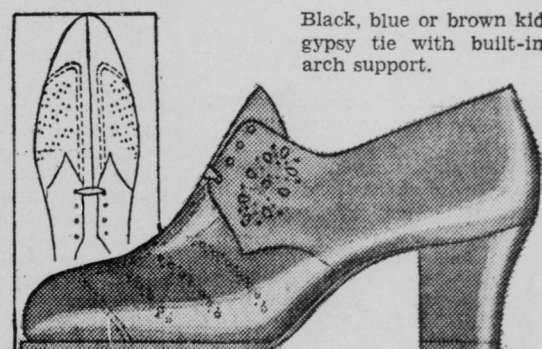
* Fashioned from Browns' Patented
"AIR CONDITIONED" Registered Fabric Process.

—Downstairs at Ayres.

Blue kid, wide one-strap
with smart cuban heel.



Black, blue or brown kid
gypsy tie with built-in
arch support.



WOMEN SAY: "These are the most
comfortable and Best Looking Shoes
they've ever had!"

WE SAY: "They're all that and more,
plus the fact that they're made of
quality leathers for service!"

CORLISS TARSAL ARCH SHOES

For Teachers—Nurses—Dietitians—and All
Women Who Want Comfortable Arch Shoes!

Ties
Straps
Buckles
Pumps
Oxfords

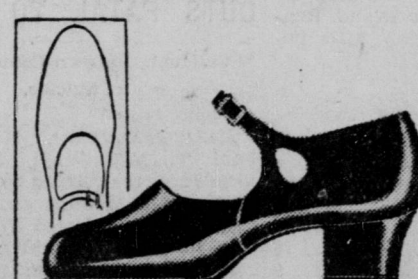
\$2.99
PAIR

Sizes:
4½ to 9!
Widths:
AAA to C!

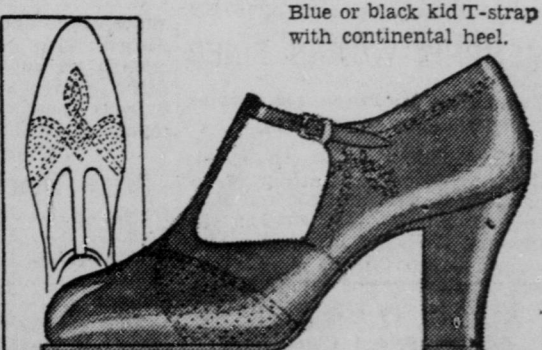
Corliss Tarsal Arch Shoes are creations of beauty with new improved comfort features. The patented "Tarsal Cushion" allows for comfort and relief, at the same time giving a snug fit without bulging ankles. Choose from 8 models in black, brown, blue or white nurses' oxfords for women, misses and the junior-miss. You'll be amazed at their last minute styling and the long service the quality leathers will give you.

—Downstairs at Ayres.

Growing girls' black pat-
ent leather pump with
low heel.



Blue or black kid T-strap
with continental heel.



ALWAYS CHOOSE Substandards of REAL SILK DeLuxe STOCKINGS—for BEAUTY—for QUALITY—69c Pair