

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

Hurry! Only 2 Days Remain for Easter Shopping!



Only 2 Days to Shop for Easter!

Sports Coats
\$10.75

See Miss Colleen Moore's Doll House!

On Easter and all through the spring swagger sports coats will dominate the fashion picture. We're prepared for the stellar role swaggers will play in the fashion picture with a compelling group of smart styles in various moods. Double breasted reefers, box type styles, 3/4 and 7-8 length swaggers in sizes for women, misses and the junior-miss. Plaids, checks, plain colors and ombre mixtures. Sizes 11 to 19—14 to 20.

—Downstairs at Ayres.

Tomorrow at 9:30!
A Special Selling of Brand New "Star" Fashions!
Colorful Easter PRINTS
\$3.98 EACH

A Real Economy Price!
Now's the Opportunity to add to your Spring and Easter Wardrobe!

Sizes—14 to 20
11 to 19 and
38 to 44!

There is no time to lose . . . now with every woman thinking of a new dress or two for the Easter pageant . . . here is a great opportunity to add a colorful print to your wardrobe . . . at a real economy price. These are brand new "star" fashions, just arrived from New York and on the floor for the first time tomorrow! Floral prints, geometric prints, figured prints in every color and on light or dark grounds. Styles for every daytime occasion for women, misses and the junior-miss.

Shirtmaker Styles!
Tailored Styles!
Flower Trims!
Button Trims!

Afternoon Styles!
For Business!
For Club Meetings!
For Classrooms!



Only 2 Days to Shop for Easter!

Men's All-Wool Worsted Suits and Topcoats
\$15.95 EACH

Men you still have time left to get your new Easter suit or topcoat and have it in time to wear Easter. This group is new and complete with single, double breasted or sport back styles. Checks, mixtures, two-tone effects. Topcoats in full or half belted styles. Sizes for men and young men.

—Downstairs at Ayres.



Only 2 Days to Shop for Easter!

New Easter Straws
\$1.59

Pick your Easter bonnet from these straw beauties and you'll be "the grandest lady in the Easter parade!" Choose one with a colorful flower trim in brims, sailors, off-the-face or casual types. Lovely new tailored styles, also. Colors in black, brown, navy, gray, red and violet.

—Downstairs at Ayres.

Only 2 Days to Shop for Easter!

Washington High! Manual Training High!
Technical High! Shortridge High!
We're Ready With a Big Selection of



"Corliss Junior"
White Sport Shoes
\$2.99

Collegiate styles for dress or school wear. You'll find a big selection of styles in straps, oxfords, pumps and ghillie ties. White elk, white calf, white kid, white grain and white nubuck leathers. Sizes 3 1/2 to 9, widths AAA to 9.

—Downstairs at Ayres.

Only 2 Days to Shop for Easter!

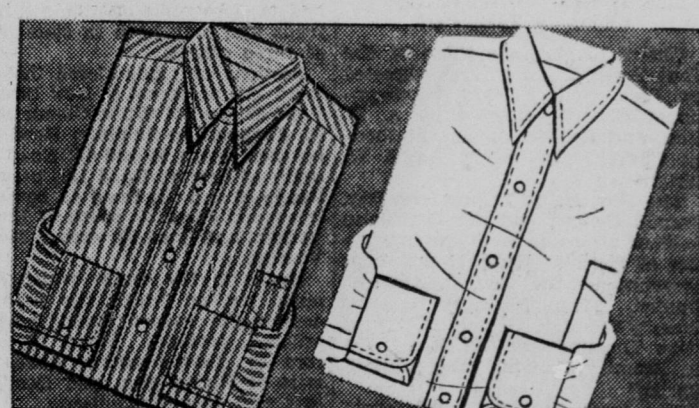
We've 10 Bright Colors to Wear
With Your Dark Dresses
at This Very Low Price!

"Taffaswish" SLIPS
\$1.00 EACH

- Dubonnet
- Navy
- Rust
- Gray
- Chin Chin
- Tearose
- Green
- Black
- Brown
- White

A bright colored swishing slip under your dress is fashion news. You'll find any color you want in this group in sizes 34 to 44. This is a fine quality rayon taffeta slip that will give long service. California V top styles.

—Downstairs at Ayres.



Only 2 Days to Shop for Easter!

Ashcroft Shirts
Whites!
Plain Colors!
Patterns!
88c EACH

For your new Easter suit you'll want an Ashcroft Shirt in plain white, plain color or fancy pattern. At this very low price we offer a big selection of patterns and colors in sizes 14 to 17. So stock up tomorrow . . . and be ready for spring.

—Downstairs at Ayres.



Only 2 Days to Shop for Easter!

Children's Shoes
\$1.79 PAIR

See Miss Colleen Moore's Doll House!

These shoes are remarkable values at this low price. Choose from straps, oxfords and kiltie ties for boys and girls. In white, black, brown or patent leathers with solid leather soles that will wear and wear. A wide variety of styles to fit growing feet. Sizes 8 1/2 to 3, widths A to D.

—Downstairs at Ayres.

Only 2 Days to Shop for Easter!

Girls' COATS
\$3.98

Mothers you'll like the quality and the low price . . . daughter will like the colors and styles. All wool chevots, novelty tweeds in green, navy, tan, rust and skipper blue. Sizes 7 to 14, but not in every color.

Girls' New Easter Frocks
\$1.98

Made of washable French crepe silk and acetates. Pastel colors and gay new print styles in many colors. Sizes 7 to 14 years.

—Downstairs at Ayres.



Only 2 Days to Shop for Easter!

Wool Flannel COATS
For Brother 'n' Sister
\$1.98 EACH

Dress brother and sister alike for the Easter parade. These wool flannel coats with a matching beret are cute as a button. Well tailored styles. Blue, navy and red colors. 2 to 6 years.

Boys' New Spring Wash Suits
59c

Washable broadcloths in solid colors or novelty stripes. Belted or button-on styles in many various styles. Sizes 3 to 6 years.

—Downstairs at Ayres.



Only 2 Days to Shop for Easter!

Boys' Sports Slacks
Spring weight fabrics and patterns in new styles with pleated fronts. Full collegiate style bottoms and side tabs. Tans, browns, grays and blue grays. Sizes 8 to 18.

Boys' Sweaters
\$1.98

Boys' Shirts
69c

Full zipper front or half-zipper front styles. Fancy sports backs or plain backs. Plaids, checks or plain designs. Sizes 28 to 36.

Pioneer brand in whites, plain colors and patterns. Full cut styles with sturdy seams. Sizes 6 to 14 1/2.

—Downstairs at Ayres.

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