

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

(REGISTERED)



All the Striking New Spring Fashions for Every Occasion at This One LOW PRICE!

Spring Frocks

\$5.98

Spring brings forth a big crop of colorful new dress styles... refreshingly new and dramatic in every detail. Dresses you'll be proud to wear for any occasion. Prints, pastel shades in mouth-watering colors, sheers and chiffons, and of course, navy blue and black. A complete size selection too, for women, misses and the junior.



Sheer Jacket Dresses for Dress!
Print Dresses to Add Color!
Bright Pastels for Warm Days!
Navy and Black for Business!

Sizes 14 to 20
11 to 17—38 to 52

Lilac May Wine
Lt. Blue Pink
Neutral Lt. Green
—Downstairs at Ayres.



It's Going to Be A Big Spring for

Pastel Sports COATS

\$10.75

Lilac Maize White Pink Blue Wine

Color, color, color... this spring and summer you're going to see it and wear it wherever you go. For those of you who like to contrast their colors these pastel 3/4-length swaggy coats are your "contrast" passports to chic. Delightful lightweight fabrics in 6 different pastel colors... in a variety of styles that are youthful and flattering. Sizes for women and misses—14 to 20 and 11 to 17.
—Downstairs at Ayres.



New Pastel Felt Sports Headliners

\$2.00

The Sports Headliner Shop is teeming with brilliant new pastel felt hats in the very smartest styles. Brims, rollers, bretons, casuals and large brims. Grays, lilacs, maize, beige, pink and blues.

Also White Sports Headliners at... \$2.00
—Downstairs at Ayres.

A Lovely Inexpensive Gift Suggestion for Mother's Day!

Delightfully Cool, New Embroidered Eyelet

Dresses

At the Very Special Price of—

\$2.69

EACH

Don't forget mother next Sunday, May the 10th... and a gift from you, from Ayres' will be doubly welcome. We suggest a lovely eyelet dress in either navy, brown, aqua or rust colors. High or low necklines, half or cape sleeves with smart button trims. All fast colors so they'll wash and wash and still look fresh and new. Sizes from 14 to 20 and 38 to 46... but not in every color or style.

Sizes 14 to 46!

Navy Brown Rust Aqua All Fast Colors! Beautiful Lacy Weaves! Smart Trims!
—Downstairs at Ayres.



It's Time to Step Out in New

CORLISS White Shoes

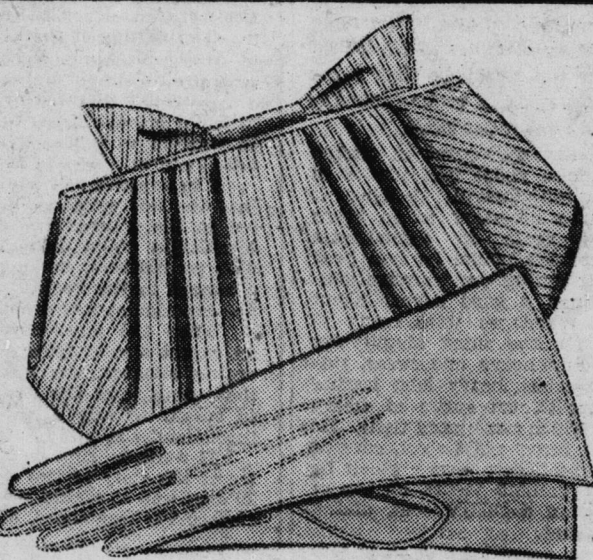
\$2.99

PAIR

41 Different Styles!
3 Important Leathers!

The first balmy spring day and you're ready to think about your summer wardrobe. We're way ahead of the season by offering this fashionable selection of new "Corliss" white shoes in Corliss Junior, Corliss Style or Corliss Arch Support style models. One of the biggest selections, 41 styles at least, we've ever had the pleasure to offer this early in the season. Sizes for every woman, 3 to 9, widths AAA to C.

White Kid White Calf White Nu-Buck Pumps Straps Sandals Oxfords T-Straps High Heels Medium Heels Low Heels Built-up Heels
—Downstairs at Ayres.



They're the Rage Right Now!

Pastel BAGS and GLOVES

THE BAGS—simulated leathers in grains and patent leathers. Pouch, underarm styles. Pinks, blues, white, maize, lilac.

\$1

EACH

THE GLOVES—washable fabrics and bengalines in many pull-on styles. Blue, pink, chamois, white and others. Sizes 6 to 7 1/2.

—Downstairs at Ayres.

You're Ready for Any "Date" With the "Real Silk" Stockings in Your Wardrobe!

IRREGULARS of

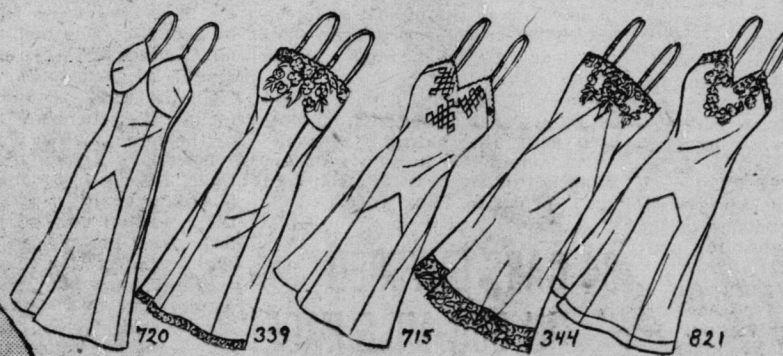
REAL SILK

"Breezy-Knee" or DeLuxe Chiffon Hose

69c Pr.

You'll want "Breezy-Knee" knee length stockings for your active sports, office, business or informal occasion wear. You'll want the regular DeLuxe chiffons to wear for any occasion, day or night. They're lovely, sheer chiffon, made with the famous Real Silk patented features that add days of service to every pair. The Breezy-Knee have a latex top in smart spring shades.

Sizes 8 1/2 to 10 1/2
—Downstairs at Ayres.



Choose From 16 Smart Styles With 10★ Guarantee!

"Seamprufe" Slips

\$1.98

EACH

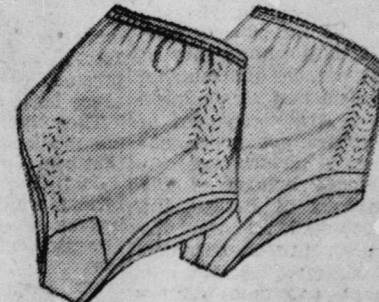
For Short, Tall and Average Women!

★ Adjustable Straps
★ Fit-Prufe
★ Style-Prufe
★ Shrink-Prufe
★ Kling-Prufe
★ Value-Prufe
★ Lace Shift-Prufe
★ Seams Bulk-Prufe
★ Seams Sag-Prufe
★ Seams Rip-Prufe

The new 1936 "Seamprufe" slips with the 10★ guarantee break all our records for beauty, quality, service and value! They're made of a fine quality all-silk French crepe, scientifically weighted and tested for long wear. You can choose YOUR slip from 16 different styles in either tailored or beautiful lace trimmed styles. Some of the styles have a seam-to-seam panel front, unusual at this price. In tearose, white and dark shades. Sizes 34 to 44 and 46 to 52.

When Ordering By Mail or Phone—(Call Riley 9441) Ask for them by Style Number!

—Downstairs at Ayres.



"Strydefree" Sheer Bemberg Undies

59c Ea.

"Strydefree" bemberg panties, step-ins or briefs are designed to give fit and comfort... no twisting... no pulling. These styles are the very finest and sheerest quality bemberg. Plain tailored hems, plain fronts with elastic run at back. The briefs have a latex waistband. Sizes 34 to 40. White or tearose.

—Downstairs at Ayres.

