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Ayres Downstairs Store!



"The Springster"

A New Felt Hat That Expresses
the Spirit of Spring and Youth!

\$1.39

The youngest, the gayest, the smartest little felt hat you can wear with any costume... for any occasion. Young moderns wear it off-the-face to look irresistible... and then the next day turn down the brim to make them look beguiling and naive. In Harness Tan, Beige, Navy, Grey, Kelly Green, Coral, Turquoise, Red and Maize.

—Downstairs at Ayres.

Gabardine

The Smartest Choice of All!



\$2.99
Pair

CORLISS STYLE SHOES

For an exhilarating swing into spring, just step out in the newest trick... Gabardine shoes. The dullness of gabardine, which makes your foot seem tiny, is accented by glistening patent and is a perfect foil for your new suit or coat. A smart spring collection in black, blue or brown colors will speed up ensembling your Easter costume. Sizes 4 to 9, widths AAA to C.

- Navy
- Spanish
- Straps
- Square Toes
- Brown
- Tan
- Ties
- All Type
- Black
- Pumps
- Oxfords
- Heels

DOWNSTAIRS at AYRES



Your Girl Rates One of These
Adorable New Easter Frocks!

SHIRLEY TEMPLE

Easter Frocks

Sizes 1 to 3 **\$1.98** Sizes 3 to 12

Perfectly adorable new spring styles... and they're smarter than ever before. Lovely prints and solid color dresses in shantung, dimities, broadcloths or zephyr cloth. Princess or straight line and jacket styles. Clever new details that make them Shirley Temples from the neckline to the hemline. Sizes 1 to 3, 3 to 6 and 7 to 12.

Cinderella FROCKS \$1.98

Gay prints in a colorful selection, solid colors in tuneful hues. Smart 'teen age' styles for every one, with spring time trims. Sizes 12 to 16.

—Downstairs at Ayres

"Miss Indianapolis" Here're Your Easter Suits and Coats

\$5.95
Each

THE SUITS — Popular topcoat and skirt in all-wool fleece. These come in smart new spring tone Easter egg colors. The coat has a pleated gored back. The skirt a pleat front. Sizes 11 to 16.

THE COATS — what a lovely selection you'll find. Tweeds, wool fleeces and diagonal weaves in fitted or flared styles. Big assortment of colors. Also jigger styles. Sizes 7 to 16. \$5.95

Girls' Coats \$8.95

Princess and the NEW Ballerina styles in shetlands and monotones. Choice of a colorful selection of new spring hues in muted tones. Sizes 8 to 16 years in the group.

"Teen-Age" Easter Frocks \$3.98

Sizes 10 to 16 years. Novelty prints and solid colors. Many Bolero and Tyrolean styles in this group.

Girls' Acetate Dresses \$1.98

Prints and solid colors in straight line or swing styles. Sizes 7 to 12 years.

—Downstairs at Ayres



Scramble
Your Own Suit!

Skirts \$1.98

Tyrolean, Swing, "Pennies from Heaven" styles as well as straight line. Navy and brown patterns. Sizes 10 to 16.

Jackets \$2.98

All-wool flannel jackets with the popular belted back. In navy, red or brown colors. Sizes 10 to 16.

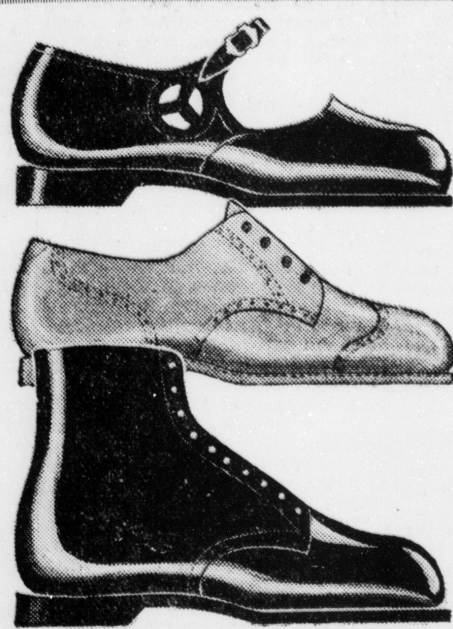
Suit Blouses \$1.00

Tailored shantung or broadcloth blouses in white or deep tone colors. Sizes 8 to 16.

Easter Hats \$1.00 to \$1.98

Felts, straws and fabrics in brims, bonnets, off-the-face styles.

—Downstairs at Ayres



"Hoosier Kids"

A Sturdy, New Children's Shoe

\$2.29
Pair

Exclusive
with
Ayres
Downstairs

- Solid Leather Construction!
- They Will Wear Like Iron!
- Live Rubber Heels!

"Hoosier Kids" have made an instant "hit" with you parents because of their wearing qualities and practical low price. They've made a "hit" with the children because of their good looks and comfort features. Sizes 8 1/2 to big 3, widths A to D.



- Each Pair Made to Fit Perfectly!
- Goodyear Welt Construction!
- Snappy Styles to Choose From.

—Downstairs at Ayres

The Choice of
Every Young Fellow!

"Gil-Ash" Boys' Shoes

With 60-Day Guaranteed Soles!

\$2.69
Pair

For school and every day wear... choose black or brown oxfords with moccasin toe and elk uppers. For dress a black oxford with calf uppers. Soles are guaranteed for 60 Days or a new pair of shoes. Sizes 1 to 6, B, C, D.

—Downstairs at Ayres

Easter Wardrobes for Boys Are Our Specialty!

The Newest Prep Suits

Double breasted patch pocket style with a fancy back. In the new spring-tone blues, greys, browns, tans, plaids and invisible plaids. Also blue chevrons. Sizes 10 to 18. **\$10.98** EACH

Boys' 2-Knicker Suits

Double breasted two knicker suits in new spring weaves and patterns. Colors in grey, blue, tan or brown. The knickers are full lined and full cut. Sizes 7 to 12. **\$7.98**

Boys' Full Zipper Sweaters

Here's "hot" sweater news! We've just received a new group of latest sweater styles! Full, zipper front in checks, patterns and two-tones! Greys, browns, wine colors. Sizes 30 to 36. **\$1.98**

Favorite Top-Zipper Style Boys' Sweaters \$1.19

"Dundee" top-zipper front style slip-over sweaters in warm brushed fleece effect. Popular grey, brown and tan colors. Sizes 30 to 36.

They'll Wear and Wear!

Boys' Knickers \$1.49

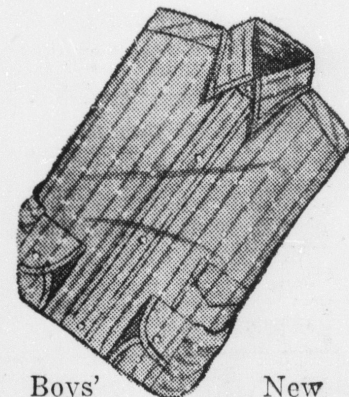
Boys' knickers in checks, plaids or twists. Fully lined and cut. Plus styles. Sizes 6 to 14 years.



Red, Hot and New!

Boys' SLACKS \$1.98

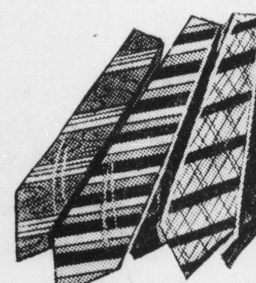
Cassimere slacks with pleated fronts. Tans, blues, greys, browns and blue chevrons. Sizes 10 to 20.



Boys' New

"Deeptones" 69c

Deeptone blues or browns with the button down collar. Sizes 6 to 14. Full cut.



Easter Ties 4 for \$1.00

Checks, stripes, deeptones, diagonals and bright figures. Some all-ready tied styles included in this group.

Downstairs at Ayres.