



SEE  
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Ayres Downstairs Store!



### "The Springster"

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

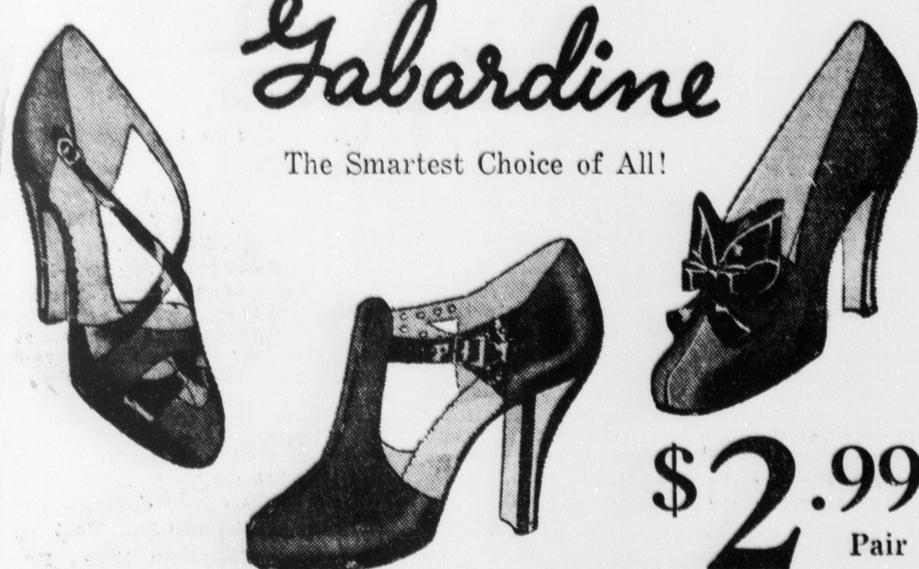
**\$1.39**

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  
• Brown • Tan • Straps  
• Black • Pumps • Ties  
• Oxfords • Square Toes  
• All Type Heels

**DOWNSTAIRS  
at AYRES**



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

**\$5.95**  
Each

**THE SUITS** — Popular topper coat 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



### "Hoosier Kids"

A Sturdy, New Children's Shoe

Exclusive  
with  
Ayres  
Downstairs

**\$2.29**  
Pair

- 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 8½ to big 3, widths A to D.

—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



### Boys' SLACKS

**\$1.98**

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

*Red, Hot and New!*

### Favorite Top-Zipper Style Boys' Sweaters

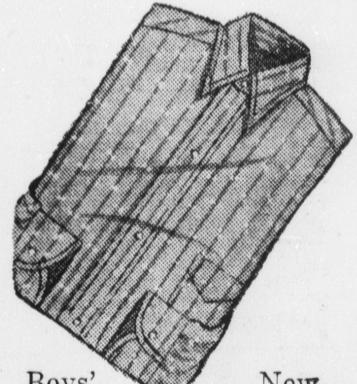
**\$1.19**

"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**

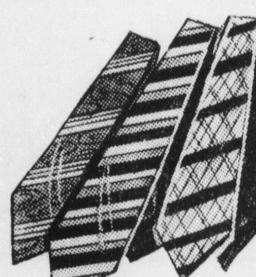
Boys' knickers in checks, plaid or twists. Fully lined and cut. Plus styles. Sizes 6 to 14 years.



Boys'  
New  
"Deeptones"

**69c**

Deeptone blues or browns with the button down collar. Sizes 8 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