

The "BUY WAY" OF INDIANAPOLIS AYRES A DOWNSTAIRS STORE

(REGISTERED)



"Youthful-Mrs." red and white print dress in navy with a vivid print. Size 38.

"Youthful-Mrs." sheer jacket dress in black and white check. Size 18½.

"Youthful-Mrs." alpaca dressy dress in the new thistle color. Size 18½.

Flattering Dresses

A "Youthful-Mrs." Candidate for the Easter Parade!

\$7.98

Sizes:
38 to 52
18½ to 24½!

This truly is a season for the "Youthful-Mrs." size woman! For Spring fashions have come back to soft femininity, forsaking the regal stateliness for the sort of fashions that are so becoming to the mature woman. These "Youthful-Mrs." fashions are expressly designed and chosen to provide color, line and fit that gives unmistakable chic to the wearer. You'll find a grand selection of styles in sheers, crepes and radio-wave crepes and a grand selection of the very smartest colors, too!

—Downstairs at Ayres.

Smart Straws

A "Youthful-Mrs." Candidate for the Easter Parade!

\$2.00

For that final touch of perfection for your Easter costume choose a flattering "Youthful-Mrs." straw in Pedaline, Sisol or Sharkskeen. These hats are skillfully designed for the woman who wears headsize 23 and 24, and the young woman who wears headsize 22 and 23. Youthful brims; crowns softened with artful creases or prettified with flowers, ribbons or veils. Smart colors that top off your costume, brilliantly!

- Small Brims
- Large Brims
- Roll Brims
- Side Rolls
- Beret Types
- Bretons
- Thistle
- Kelly Green
- Cornelian
- Black
- Navy
- Beige

—Downstairs at Ayres.



Stockings Step Into the Limelight With Spring's Shorter Skirts — Choose

Betty Shaw

Silk Crepe Hose

69c
PAIR

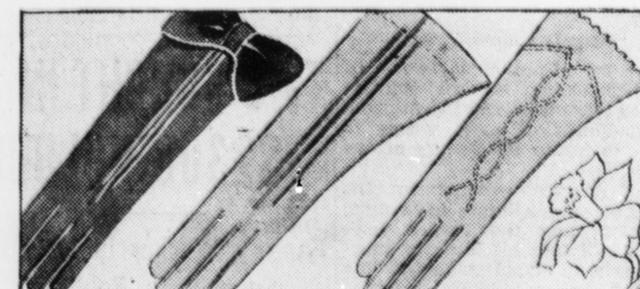
.... and Every Pair Is First Quality!

Glorify your legs this Easter with Betty Shaw silk chiffon stockings! Smart skirts are 14 inches from the ground—that means 14 inches of stockings are apparent to the critical eye. The sheerer the stocking—the slimmer and the more graceful legs and ankles look! Betty Shaws are luxuriously sheer, full fashioned with picot tops and run stop. They're woven in such a way to make them more snag resistant! In all the smart new beige and coppertones. Sizes 8½ to 10½.

3 Pair for \$2.00

—Downstairs at Ayres.

★



Fabric Gloves

Smart Accessory Candidates for the Easter Parade!

69c
PAIR

—Downstairs at Ayres.

All hands will vote for these smart new double woven fabrics and Bengalis! Choice of slipon or fancy cuff styles in Easter's smartest colors. Black, navy, brown, grey, beige or crown gold. Sizes 6 to 7½. Every pair washable.

Reefer collar with double breasted front. The gored ballerina back is the essence of youth and spring 1937. This is a size 16 in Butler Blue.



Sports Coats

A Juniors' Candidate for the Easter Parade!

★

The Ballerina
Fleece Coat

\$10.95

Reefer collar with double breasted front. The gored ballerina back is the essence of youth and spring 1937. This is a size 16 in Butler Blue.

★

The Fleece
Jigger Coat

\$10.95

Jiggers are the tops this spring... and you'll love this boxy top coat in Coronation Red fleece. Double breasted style with patch flap pockets. Lined. Size 12.

★

The Boxy
Fleece Topper

\$13.95

The most versatile coat for spring. Wear it with everything you own. This topper in blue fleece has inverted back pleats. Size 14.

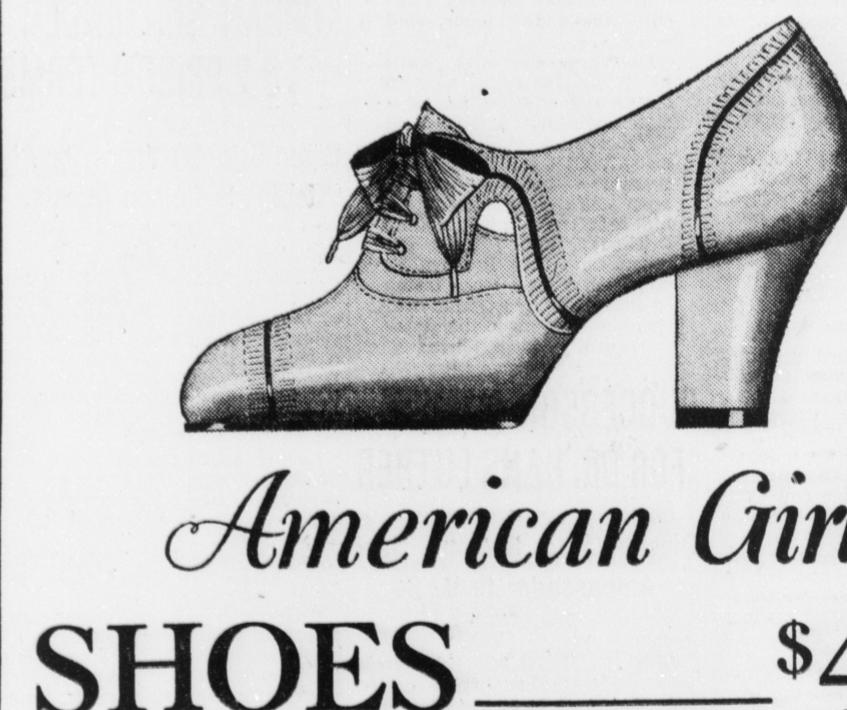


New Handbags

Chic Accessory Candidates for the Easter Parade!

Small bags! Medium size bags! Large bags! Luggage type bags! All the newest styles, fitted and finished with a finesse of much more expensive handbag fashions! Choose from simulated rough or smooth grains or from shiny patent leather. Choose from envelopes, pouches, underarms, zippers in black, navy, grey, beige, red, green and London Tan!

—Downstairs at Ayres.



A "Youthful-Mrs." Candidate for the Easter Parade!

When you step out in the Easter Parade (and all during spring and summer, for that matter), you'll wear smartly styled new shoes... and comfortable shoes, too! "American Girl" shoes solve both these problems... choose from stunning new oxfords, straps, ties or pumps. You'll find them advertised in Harpers and Vogue and the many modern foot comfort features are approved by "Good Housekeeping." You'll like "American Girl" Shoes... millions of women do! Sizes 4 to 10, AAAA to EEE.

- Black
- Brown
- Navy
- Gabardine
- Combinations
- Buckles
- Stepins
- Oxfords
- Straps
- Ties
- All Type Heels

—Downstairs at Ayres.

