

The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

(REGISTERED)



The Two "Hit" Costumes for the Easter Parade!

Colorful New
Sports Coats
\$10.95

Man-Tailored
Spring Suits
\$10.95

Or Buy a Coat and Suit Together for \$19.90

THE COATS—Jiggers, Semi-Jiggers, Toppers, Swaggers, Reefers and Bal-lerina styles . . . and we've a grand selection ready for Saturday! Choice of spring's favorite colors, grey, blue, green, shrimp, gold, beige, thistle and black. Sizes 12 to 20 and 11 to 19.

THE SUITS—Are all-man tailored styles in hard-finished worsteds, sharkskins or flannels. Link-button plain back or action back styles in bankers grey, pearl grey, navy and brown. Many of the skirts have pleated front. Sizes 12 to 20 in the group.

Downstairs at Ayres



Fresh, New Ideas for the Easter Parade From the "Junior-Miss" Shop!

Dress-Up Dresses
\$6.98

Sizes:
11 to 17
14 to 20

Our "Junior-Miss" Shop is completely ready for the last minute Easter rush tomorrow . . . and offers these four "hit" ideas for the Easter Parade! Boleros, Redingotes, Suit Dresses and Prints are the "top ranking" spring fashions . . . and we have one for every "Junior-Miss" at this popular low budget price! You'll also find chic variations of each type in the group. Choose from thistle, beige, navy, black, blue, brown, tan, grey and copen.

—Downstairs at Ayres.



The First "Step" in Easter Smartness—

CORLISS STYLE SHOES
\$2.99
Pair

The surest way of giving your new Easter costume authentic chic is to step out in "CORLISS" shoes. This spring line-up includes the newest spring colors and leathers. "Corliss" shoes are exclusive with Ayres Downstairs Store . . . that's why you get so much service and smartness! Sizes 4 to 9, widths AAA to C.

Black
Brown
Navy
Grey
Beige
Tan
Calf
Kid
Gabardine
Patent

—Downstairs at Ayres.



These Flattering New Easter Bonnets
Will Head This Easter Parade!

\$2.00

Look pretty, please—in one of these flattering new Easter Bonnets with flowers, or veils or ribbon trims. For Saturday's last minute shoppers our millinery section is completely ready with all the topnotch hat styles, and with all the flatterest colors! Choose a hat in ped-aline, sisol or sharkskin straw or a wearable crepe in one of spring's color-ful new shades.

• Black
• Navy
• Beige
• Thistle
• Copen
• Harness Tan
• Grey
• Red
• Kelly Green

—Downstairs at Ayres.