

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

Striking

New Easter COATS

Correct in Every Smart Detail

\$16.75
EACH

14 Spring Colors

Fuchsia	Navy
Black	Boy Blue
Mist Blue	Nut
Black and White	
Wine and White	
Brown and White	
Postman Blue	
Grey	Grapewine
Rose	Green

Styles and Materials

Swaggers	Fitted Styles
Reefers	Flare Skirts
Box Coats	Swing Styles
Plaid Checks	
Tweed Stripes	
Herringbones	
Eponge	Fleeces
Shetlands	Plaids

Tomorrow we step into the spring scene with these marvelous new ideas about your new Easter coat! Made from fabrics to make your mouth water, softly smooth fleeces, shetlands, serviceable tweeds! In the styles Paris applauds, softly gathered at the waist for front fullness or swinging straight from the shoulders. Colors gay, or colors muted, but every one of the 14 different colors is a spring hit! Sizes for women, misses and juniors, 12 to 20, 11 to 17 and 38 to 44 in the group.

—Downstairs at Ayres.



ABOVE: Women's beret is semi-rough braid with chartreuse feathers and veil trim. Elastic bandage. Head sizes adjustable.

RIGHT: Semi-rough braid semi-rough braid with chartreuse feathers and veil trim. Elastic bandage. Head sizes adjustable.

You'll Be
"Pretty as a Picture!"
in a new ROUGH STRAW

\$2.00

—Downstairs at Ayres.

Shiny Black Patent
BAGS

To Highlight Your Easter Costume!

\$1.00
EACH

Glove Classics

In 4 and 6-Button Slips—
In 12 Spring Accessory Colors!

\$1.00
PAIR

Choice of 12 different colors—
navy, gold, spicewood, black,
beige, chartreuse, cranberry,
white, dusty pink, dusty blue,
dusty rose and fuchsia. Leather
or fabric stitch trims. Sizes
6 to 7½ in the group.

—Downstairs at Ayres.



"Patented" for Spring

Away They Go—
Carefree and
Gay... They're
"CORLISS"
Style Shoes

at **\$2.99**
PAIR

Here's "patent medicine" for your Easter costumes! Here are two "CORLISS" style shoes, from a selective group of new spring styles. High heels, open toes, open heels, medium heels, straps, ties, pumps, sandals are included in this group. Sizes 4½ to 9, narrow and medium widths.

—Downstairs at Ayres.

Two New
"Betty Shaws"
at **\$6.98**

They STAR You in
Whatever Role You Want
to Play This Easter!

LEFT: The "Little Girl" boho
lurex with rayon romaine crepe,
with white cracker crisp blouse.
In navy or black. Sizes 9 to
13 in the group.

RIGHT: 2-Piece bodice top
dress with tucked and pleated
skirt. Button front. Navy
with chartreuse, black with
mint green with spicewood. Sizes 9 to 15
in group.

—Downstairs at Ayres.



Mix or Match
Your Own Ideas!

Jackets **\$5.98**
Conventional style, fitted at
waistline, with 2 tailored
pockets and single-button
front. In bold plaid patterns.
Sizes 12 to 20 in the group.

Skirts **\$2.98**

New spring styles with pleated
fronts in sizes 24 to 30. In
browns, navy, grey, beige and
green. Plain styles in sizes 24
to 32. Aqua, powder blue and
dusty pink.

Blouses **\$1.98**
Plain tailored or bright prints,
rayon crepes or dainty batiste
lace-trimmed blouses. All
colors. Sizes 32 to 40.

—Downstairs at Ayres.



We've the Correct Hosiery Shade You Want in

REAL SILK **69c**
Pr.

DeLuxe Chiffon Hose

Irregulars of our famous, long-wearing "Real Silk" De Luxe Chiffon stockings in the new spring shades to go with or blend in with your Easter costume. Sizes 8½ to 10½.

Please, No Mail or Phone Orders!

Irregulars are the stockings that escape by the narrowest of margins the best inspection. "Irregular" cases the imperfection is so slight that only the well-trained eye of the inspector can detect it... buy them with confidence.



Last Day to Consult
Miss E. A. Swanson
Kabo Corset Analyst

Since the new tiny waistline is so important this season, Miss E. A. Swanson from the "KABO" Corset Company, is here to show you how to achieve this figure. Come on down and ask her any question you want to know about your figure, and she'll help you "figure it out!"

Kabo "Figure-Lure" **\$7.50**
Has an 18-in. skirt with nipped-in waistline.

Kabo "High" Girdle **\$5.00**
—Downstairs at Ayres.

