

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

(REGISTERED)

Striking

New Easter COATS

Correct in Every Smart Detail

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

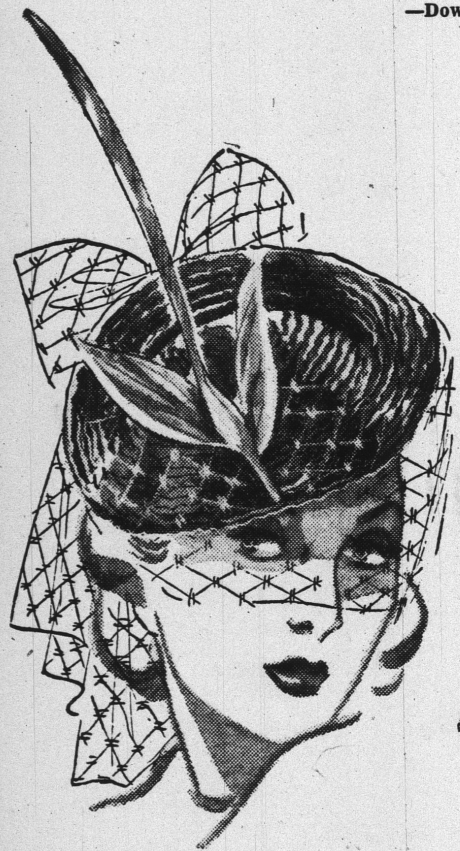
Styles and Materials

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

\$16.75
EACH

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 feather and veil trim. Elastic bandage. Head sizes adjustable.

RIGHT: Semi-rough braid sailor with high peak crown. Tulle, ribbon trim with lots of veiling. Elastic bandage. In burnt with spicewood trim.

You'll Be

"Pretty as a Picture!"

in a new ROUGH STRAW

Jaunty sailors, intriguing turbans, youthful off-the-face style, with yards of veiling, and flower clusters to accent their feminine look. In the new spring colors.

\$2.00

—Downstairs at Ayres.

Shiny Black Patent BAGS

To Highlight Your Easter Costume!

Here are the new patent pretties to highlight your Easter costume. New shoulder strap styles, top handles, swaggers, pouches, envelopes, underarm and zipper styles in shiny black patent.

\$1.00
EACH

—Downstairs at Ayres.

Glove Classics

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

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

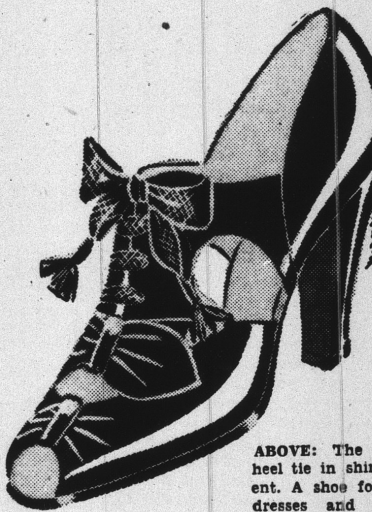
\$1.00
PAIR

—Downstairs at Ayres.



ABOVE: No gingerbread here, just the smart sort of a coat you want and need. Navy blue swagger in Eponge. Size 14\$16.75

LEFT: the latest cable news says a plaid swagger will go far this season. Here's a "honey" in grey and black plaid. Size 12, \$16.75



ABOVE: The toeless, high heel tie in shiny black patent. A shoe for suits, print dresses and light ground costumes.

LEFT: Shiny black patent toeless and open heel sandal with medium walking heel.

"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" bolero in 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 chartreuse and 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" DeLuxe 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 being classed as "irregulars." In most 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.

