

Saturday! YOUTH Has Its Easter Fling . . . In AYRES DOWNSTAIRS STORE



These "Three Smart Girls Grow Up" and Choose Their New Easter Dresses
Downstairs at Ayres!

B: Navy Lace, Your Favorite Spring Dress. \$6.98

C: For Easter Dances and Parties . . . \$7.98

As soon as Lent is over, all Indianapolis will celebrate with dances and parties. Here's just the formal you're looking for in peach chiffon with lastex trim. Also comes in aqua and chartreuse. Sizes 9 to 15 in the group.

—Downstairs at Ayres.

Above: (A) Navy is Always Good . . . \$3.98

A rayon romaine crepe shirred top navy dress with white lace trim. Also comes in rose, wisteria, and Capri blue. Sizes 9 to 15 in the group.

Now Showing at The Indiana—"Three Smart Girls Grow Up," Starring Deanna Durbin.

Spring Coat

Excitement from the "Junior-Miss" Shop, at a Little Price!

\$10.95

Juniors, here are those new swagger and fitted sports coats you've been looking for, at a trifling low price! In tweeds, plaid backs, checks, boucle tweeds, needlepoint boucles in navy, black, mixtures and light colors. Sizes 11 to 17 and 12 to 20 in the group.

1: The tweed box swagger with patent flower trim. In brown mixture, flocked with white. Size 13 . . . \$10.95

2: The fitted coat in navy. Made of Eponge with full sleeve, saddle shoulder and belt trim. Size 12 . . . \$10.95

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"CORLISS" Black Patents

—Electric Shock of Brilliance—To Highlight Your Easter Wardrobe!

\$2.99
PAIR

Black Patent is that electric shock of brilliance your Easter wardrobe needs! It highlights, dark as well as pastel and print costumes. It's pretty, and it can be worn anywhere. Here are three new PATENT styles, styled by "CORLISS" from a great selection. Come down tomorrow, get this Patent tonic for spring. Sizes 4 1/2 to 9, medium and wide widths.



—Downstairs at Ayres.

ABOVE: High crown, rough straw, in black with black patent band and bow. Adjustable headsize.

RIGHT: Tiny rough straw cushion disc with colorful veil and flower trim. Adjustable headsize.

LOWER RIGHT: Tiny straw braid disc with grosgrain ribbon trim. Adjustable headsize.

Velvet straws, ribbed straws, invite you to look your prettiest this Easter. For there is nothing like a coronation of alluring veils and colorful flowers to bring out every atom of charm in you. Here are three of our smartest straws, from a glorious selection in black, navy, chartreuse or burnt. Adjustable headsizes.

—Downstairs at Ayres.

\$2
EACH

Girls' Easter Coats

• Shetlands! • Tweeds and Novelty Fleece!

Tailored, fitted, swing and box swagger styles in the very best spring fabrics. Choice of navy, rose, copen, raspberry, Fuchsia and Spicewood colors. Sizes 7 to 16 in the group.

\$5.98



Girls' Fleece Toppers
\$3.98

The perfect coat for spring wear on campus, for work, for the Easter parade. In new pastel and deep tone colors. Tuxedo front or notch collar styles, with pockets. Sizes 7 to 16 in the group.



Girls' Plaid Jackets
\$1.98

Man-tailored jackets and cardigan style jackets in bold plaid patterns. Fully lined. Sizes 11 to 16 in the group.

Girls' Topper Coat Suits
\$5.98

Girls' new tweed 2-pc. suits with full length Topper coat, that can be worn with other outfits. The skirt matches the coat. Self and velvet collar trim. Tan, green, raspberry and copen colors. Sizes 7 to 14.

Girls' Skirts
\$1.98

Girls' new spring skirts with pleats, stitched gored or swing style. In aqua, gold, raspberry, lime, green and teal blue. Sizes 10 to 16 in the group.

Petticoat Frocks
In Prints or Pastels
\$1.98

The newest dress style out! A pastel or print rayon crepe or rayon taffeta dress with a contrasting rayon taffeta petticoat to flash under the skirt hem. Sizes 7 to 14 in the group.

—Downstairs at Ayres.



Matching Brother and Sister COAT SETS

The smartest Easter outfit of all for brother and sister! 75% wool and 25% cotton cheviot coat sets in navy. Smartly tailored, with guaranteed lining. Has a matching hat. Sizes 1 to 6 years.

\$2.98

Tots' "Nannette" Frocks

Toddler's "Nannette" Easter dresses in rayon taffeta or rayon crepe. In dainty pastel colors with embroidery trims. Sizes 1 to 3 years in the group.

\$1.98

Tots' Easter Coats

Tots' Wool shetland flannel, tweed and novelty fleece Easter coats in tailored, Princess, Fitted or Swing styles. In navy, raspberry, copen, aqua and combination tweeds. All have matching hats.

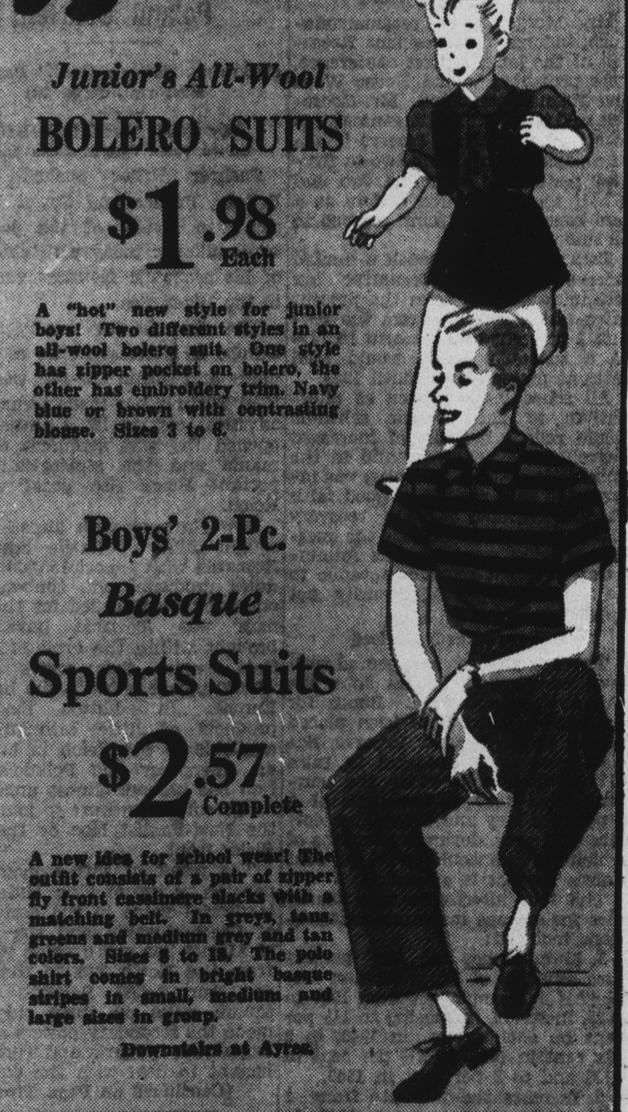
\$5.98

—Downstairs at Ayres.

Straws with Veils Straws with Ribbons

Make You Look Your Prettiest This Easter

\$2.57 Complete



Junior's All-Wool BOLERO SUITS

\$1.98
Each

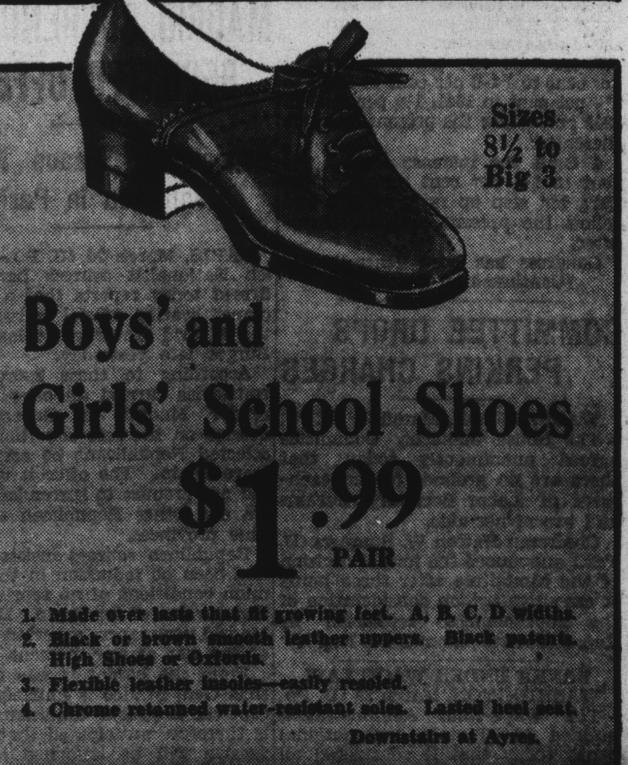
A "hot" new style for junior boys! Two different styles in an all-wool bolero suit. One style has zipper pocket on bolero, the other has embroidery trim. Navy blue or brown with contrasting blouse. Sizes 3 to 6.

Boys' 2-Pc. Basque Sports Suits

\$2.57 Complete

A new idea for school wear! This outfit consists of a pair of upper fly front casual shorts with a matching belt. In navy, navy green and medium grey and tan colors. Sizes 3 to 10. The polo shirt comes in bright orange stripes in small, medium and large sizes in group.

—Downstairs at Ayres.



Boys' and Girls' School Shoes

\$1.99
PAIR

1. Made over last that fit growing feet. A. D. C. D. 2. Black or brown smooth leather uppers. Black patent. High Sheen or Ostrich. 3. Flexible leather insole—easily cleaned. 4. Chrome retanned water-resistant soles. Lasted heel and toe. —Downstairs at Ayres.