

# The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

# Sale

If Ever a Sale Told a Fashion Story!  
If Ever Coats Merited Front Page Mention!  
If Ever We Were Sure of Fashion & Quality!  
If Ever We Had What We Know You Want!  
THIS IS THE TIME — THIS IS THE SALE!

Women's—Misses' and Juniors'

## New Spring Coats

- Fitted—Swagger—Topper—Reefer Styles!
- Tweeds, Fleeces, Shetlands, Dress Fabrics!
- Every Wanted Spring Color in the Group!
- Sizes 11 to 17 - 12 to 20 - 38 to 44 - 35 to 43!

Perhaps the most timely COAT SALE we've ever staged . . . we're sure it's one of the greatest money saving sales we've ever offered! 300 brand new spring and Easter coats in a complete fabric and style range, for women, misses and juniors. Every coat made with grand tailoring, of quality fabrics in a choice of black, navy, beige and light blue, or red, grey, blue and brown mixtures. Sizes 11 to 17, 12 to 20, 38 to 44 and 35 to 43 in the group! Be here early for the pick of the group, because coat values like these won't last long!

Note: A Few Man-Tailored Suits ..... \$8.88

\$8.88  
Each

—Downstairs at Ayres.



Ayres Downstairs Store is Headquarters  
For Girls' and Junior Miss Authentic

### "Deanna Durbin" Spring Dresses

\$1.98 and \$2.98

Brand new "Deanna Durbin" styles, inspired by the current picture "Three Smart Girls Grow Up." Styles you'll wear in the Easter Parade, for school or dress. Choose from smart new printed cotton sheers at \$1.98 or colorful spun rayons at \$2.98. Sizes 12 to 16 in the group.

### "Deanna Durbin" Coats

\$13.98 and \$16.98

Styles for smart girls in swagger or fitted types. Made of very fine quality shetlands or basque tweeds with swing skirts. In navy, black and mixtures. Sizes 12 to 16 in the group.

Now Showing at the Indiana  
Theater—Deanna Durbin in  
"Three Smart Girls Grow Up"

—Downstairs at Ayres



Right: Open toe Japonica sandal with stitching trim and medium walking heel.

Below: Open toe, buckle strap sandal in Japonica with stitching trim.



Perfect Teammate for Navy,  
Blue and Black . . . It's  
The Season's Best Color—

### "JAPONICA"

Shoes—Styled by "Corliss"

"Japonica" shoes, the thrilling color of the spring season! The color that acts as a tonic to other accessory colors . . . sharpening the chic of your navy and black costumes! And here are three brand new "Corliss" styles in "JAPONICA" from a great selection. Come in tomorrow, and get this spring tonic for your Easter costume. Sizes 4½ to 9, medium and wide widths.

\$2.99  
PAIR

—Downstairs at Ayres



Wisteria print of rayon crepe with pleated skirt. Sizes 9 to 15 in the group.

Wisteria rayon crepe dress with pleated skirt. Sizes 9 to 15 in the group.

Juniors! End Your Easter Hunt  
For a New Dress and Wear

### "Wisteria"

A New High Fashion Color!

\$3.98

Your hunt for a new Easter dress ends now, and it costs less than the crackle of a five dollar bill! If you want a dress that's different, that's new, that comes in an enchanting new spring color, then try one of these in "WISTERIA"! An exciting purplish hue that you Juniors can wear so wonderfully well! Here are just two styles, from a glorious collection of "Wisteria" dresses. Sizes 9 to 15 in the group.

—Downstairs at Ayres



The "Hit" Color of Handbag Fashions!

### NAVY Bags

\$1.00

NAVY is our fastest selling handbag color . . . and we're ready with a big navy program for Easter. Dozens of new styles in simulated calf leather in pouch, swagger, top handle and zipper styles. Large or small sizes included in the selection.

Light Up Your Black  
or Navy Costume With

### WHITE Gloves

\$1.00  
PAIR

Crisp white washable rayon fabric gloves will light up your new black or navy Easter costume. Choice of 4-button slippers, 4-button silpons, shortie style with one-button at wrist. Sizes 6 to 7½ in the group.

—Downstairs at Ayres