

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

Easter's just 'round the corner...and we're READY



For a Quick Change
You'll Adore These . . .

Redingote DRESS Ensembles

Sizes for
Juniors and Misses **\$6.98**

Wear Them 3 Ways

1—Wear the lovely print or solid color spring dress alone!
2—Wear the coat with another of your spring dresses. For this one low price you avail yourself of these three costumes.
Smart 1940 styles in the coats and dresses. Coats come in Navy and Black, dresses in solid, print or checked colors.

Other Redingotes in Women's Sizes
\$3.98 to \$7.98



A—Redingote ensemble with attractive bengaline coat, dress of bengaline and checked rayon taffeta. Colors in black. Sizes 11 to 15.

B—Redingote ensemble with rayon alpaca coat in Navy or Black and floral print dress. Sizes 14 to 20.

C—Redingote ensemble with rayon alpaca coat and solid color dress, both in Navy and Black. Sizes 14 to 20.



Bon-Bon Colors in All-Wool Spring Jackets

Adorable Bon Bon colors in soft plaids and checks to blend subtly with the mellow pastel colors of spring and make your costume more thrilling. Nicely made with tailored details to please you. Sizes 12 to 18. **\$5.98**

Spring **SKIRTS**
Skirts for spring will also be glorified with Bon Bon colors to give a richer look to your wardrobe. Fashioned in colors of blue, rose and aqua. Sizes 24 to 30. **\$3.00**

Sheer **Blouses**
Wispish sheer blouses in fascinating Bon Bon colors will make your suit or jacket the costume you've planned for. Tailored styles with various necklines, fastenings and pockets. Colors come in blue, white, pink, aqua, yellow. Sizes 32 to 40. **\$2.00**

Your Costume Is Complete
When You Select . . .

"Corliss"
Women's **SHOES**
in Navy Blue
\$2.99

All of the beauty and style of a glorious spring have been moulded into the grace and charm of these "Corliss" shoes for women. Navy Blue comes into its own as the popular color for spring. (Sketched above) Navy Blue spectator pump with high heel and perforated trim. (Sketched below) Navy Blue kid stepin with cutout on toe, braid trim and medium heel. Sizes 4 to 9 in the group.

—Downstairs at Ayres.

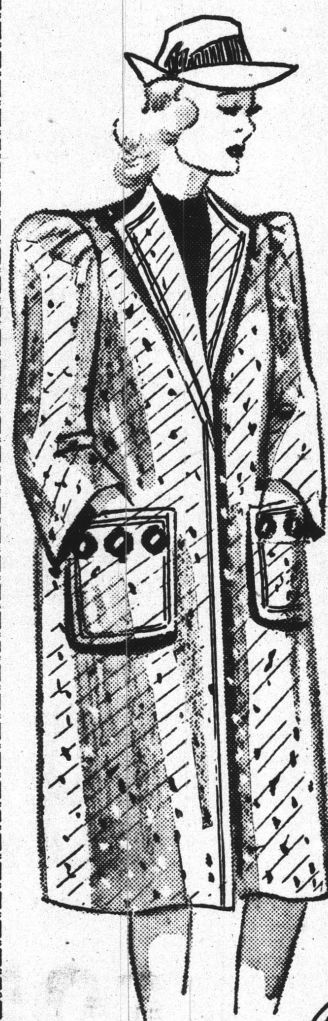
Pocket Influence Is Fashion News!

New Spring COATS

\$10.95

\$16.95

Spring fashions herald the cry of "POCKETS" . . . "POCKETS" and they're done in styles that will thrill you. Designers have taken the ordinary drab pocket and moulded it into a thrilling accent to your spring coat. Colors are lighter and softer in tweeds and plaids to ring in harmony with your spring wardrobe. Also be sure to see the smart new Camel's hair and wool coats. Sizes 11 to 17 and 12 to 20.



Diagonal monotone tweed with new 1940 shoulder treatment. New pocket styles and complete with rayon crepe scarf. Size 11.

Natural Camel fleece coat with the military influence. 18 buttons. New and novel pocket treatment. Size 12.



• Plaids
• Tweeds
• Diagonals
• Chevron Stripes
• Camel's Hair
and Wool

SIZES
11 to 17
12 to 20

Chevron stripe multi-colored tweed. Double-breasted reefer coat with lots of accent on the pockets. Size 14.



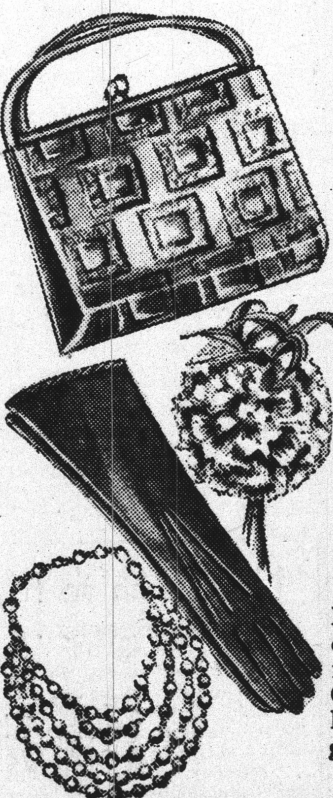
New Camel's hair and wool wraparound with notch collar. Slash pockets and self belt. Size 16.

Softened bold plaid in rich tweed mixture. Flared back and very roomy pockets, flower trim. Size 16.



If Your Coat or Suit
Is Blue . . . Make
It Glad . . . With

RED Accessories



RED HANDBAGS in simulated leather calf and patent, to give a bright note to your suit or coat. Pouch, underarm and top-handle styles . . . **\$1.00**

RED FLOWERS for your suit or coat will help you to blossom forth in all the glory of spring. **39c**

RED GLOVES in soft rayon fabric, just the right shade for color accent! Popular and fashionable 6-button style. **69c**

RED JEWELRY looks exotic when worn with your navy or black costume. Comes in clips, pins, necklaces and lapel gadgets. . . . **\$1.00**

—Downstairs at Ayres.

Jaunty, Perky . . .

Little STRAWS

Lead the Rush . . . to Spring!

\$2.00

Sailors, Padre Brims, Berets, flower covered straw tips, Pill Boxes, Turbans, Pie Plates . . . they're all rushing along at the head of the hurrying parade toward spring. Trims are in ribbon, flowers and veils. Colors are definitely red, burnt, navy, grey and black.

—Downstairs at Ayres.



It's Spring and Time for New Shades
of Substandards of

REAL SILK De Luxe Chiffon Stockings

79c

It's SPRING and time to select those new shades for spring stockings. When selecting stockings always look for beauty and economy and in doing so you'll wisely choose Substandards of Real Silk De Luxe Chiffon stockings. Their sheer beauty will thrill you and priced so low, you'll be able to buy extra pairs with what you save.

—Downstairs at Ayres.