

AYRES DOWNSTAIRS STORE

Spring Fashions DESIGNED FOR YOUTH

Look Pretty, Please! ... Wear Sailors for Easter

Padre Brim Sailor
Jaunty little Padre Brim Sailor. A jutting ribbon blooms from the front and flirtatious streamers whipping down the back. Adjustable headsize. Color, red **\$2.00**

Swiss Braid Sailor
Swiss braid medium sailor for conservatives. A sailor with a feather in your hat! Grosgrain ribbon trim with streamers for spring. Color in Navy Blue **\$2.00**

Pedaline Braid Sailor
Very fancy pedaline braid sailor that is small and dainty. Flower and ribbon trim for Spring. Its small size makes it very demure and fascinating. Color in red. Adjustable headsize. **\$2.00**

Fancy Braid Sailor
Roll edge, fancy braid sailor in medium size. A sailor with fascinating veil and grosgrain ribbon trim. Adjustable headsize. **\$2.00**

—Downstairs at Ayres.

The Season's Most Successful Coats
Dress Coats
\$9.90 \$16.95

In watching just what coats Indianapolis women wear, the styles, colors and materials they are choosing this spring, we have been able to select a group of coats that we consider "Success" coats. Styles are versatile, including reefers, boxy and swaggers. Twills, crepes and shetlands are favorites in materials. But the most definite indication of spring are the little touches of feminine white pique and lace that make the coats correct for Spring 1940. Sizes 9 to 17, 12 to 18, 33 to 45, 38 to 44 in the group.

(Above)
Lace Trimmed Dress Coats
\$9.90
Smart lace lapels and cuffs on a dress coat in black. Size 14.

(Right)
Rib Boucle Box Coat
\$9.90
New rib boucle box coat with smart new spring shoulder treatment. Size 13 in black.

(Above)
Twill Reefer Dress Coat
\$16.95
Twill reefer dress coat, white lace collar and cuffs. 12 button front. Navy in size 13.

(Left)
Navy Twill Reefer Coat
\$16.95
Twill reefer dress coat, bound with satin edging. Color in Navy, size 12.

To Aid Your Costume
HANDBAGS
\$1.00

Nothing accents an Easter costume as much as a lovely handbag, rich in color and smart in appearance. You'll find a nice selection of styles in simulated leathers of many kinds. Colors are Black Patent, Navy, Beige, Turf Tan, Dusty Pink, Powder Blue, Red and Gold in the group.

- Top Handles
- Swaggers
- Zippers
- Underarm
- Pouches

Gloves
\$1.00

Rich dull rayon fabric gloves enhance any costume they are worn with and the soft flowing color of these pastels reach out to glorify your coat, suit, hat and bag. Three popular lengths in choice spring colors. Sizes 6 to 7½ in the group.

—Downstairs at Ayres.

★
Lead the Easter Parade With These Attractive Foot Fashions in
"CORLISS"
Spring Footwear
• Corliss Style • Corliss Junior
• Corliss Arch Shoes
\$2.99

An important Easter selling of Spring shoes that bring you the darlings of the season at a price that is well within your budget, even if it is limited! You'll find the newest Spring leathers and colors . . . navy, turf tan, beige, brown, cognac and classic black! Many of these shoes are trimmed with elasticized gabardine! The popular saddle oxfords in brown and white are also included in this group! Choose from low, medium and high heels! —Downstairs at Ayres.

Styles:

- Pumps
- Ties
- Straps
- Oxfords

Leathers:

- Patents
- Kidskins
- Calfskins
- Gabardines
- Alligator Calf

Sizes:
4 to 9
Widths
AAA to C

Easter Will Be More Lovely With Substandards of
REAL SILK De Luxe Chiffon STOCKINGS
79c

Easter is almost here and you're sure to want many new pairs of hosiery to go with all that new costume you're planning. When you are 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 they're priced so low you'll be able to buy extra pairs with what you save.

—Downstairs at Ayres.

These Are the Spring Favorites!
Suit Style DRESSES
\$6.98

Sizes 9 to 17, 12 to 20 in the Group

These are the dresses that are fast taking Indianapolis women by sudden pleasing surprise! They're suit style dresses fashioned in Boleros, fitted jackets, and Redingotes, that women every where will wear with confidence this Spring. Tailored and dressmaker details that will warm your heart. Colors come in Navy, Black, Prints and High colors in sizes for Juniors and Misses.

Other New Suit Style Dresses for Juniors, Misses and Women at \$8.95 and \$12.95.

—Downstairs at Ayres.

★
Sportswear for "YOU"
All-Wool JACKETS
\$3.98

Like cream with your coffee . . . plaid jackets go with your most fascinating sports ensemble. They're tailored classic or cardigan styles and very smart. Nice collar treatments and pockets influence jackets for 1940 are definitely . . . smart! Sizes 12 to 18.

Spring Skirts
\$2.00

Every sports ensemble is carried by the skirt it presents. Choose yours in all wool, pastel flannel for better wear and appearance. Sizes 24 to 32 in the group.

Blouses
\$1.00

Dainty and demure rayon sheer and blouse blouses present a picture of crisp, white loveliness and it's all for you who wear this garment. Also rayon crepe pastels in dots and stripes. Tucks, lace, frills in long or short sleeve styles to make you adorable. Sizes 32 to 40.

—Downstairs at Ayres.

★
IF Your Waist Isn't Slim Enough . . . Consult
MISS E. A. SWANSON
(KABO Figure Analyst)
About . . .

FIGURE FACTS

Miss Swanson comes to us every year, direct from the Kabo Corset Company, to help you with your corsetry problems. If your curves need curbing at the hipline, support at the bustline or tucking in at the middle . . . ask this expert to help you select the right garment for you! Miss Swanson will be here in the Downstairs Store Corset department Saturday.

There's a KABO for Your Figure

—Downstairs at Ayres.