

# AYRES DOWNSTAIRS STORE

## Spring Fashions DESIGNED FOR YOU <sup>TH</sup>

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 whirling down the back. Adjustable headsize. Color, red \$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



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



Fancy Braid Sailor

Roll edge, fancy braid sailor in medium size. A sailor with fascinating veil and grosgrain ribbon trim. Adjustable headsize in Navy Blue \$2.00

—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



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

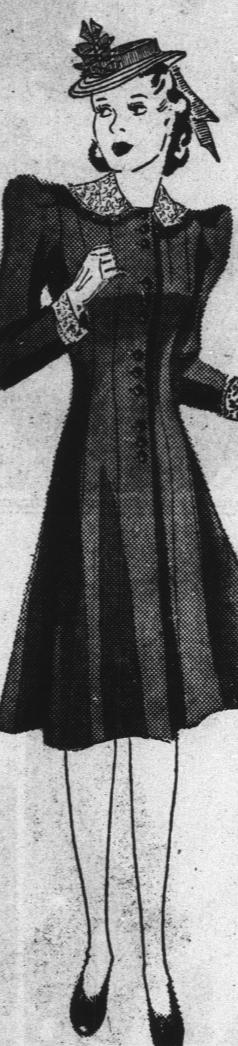
New rib boucle box coat with smart new spring shoulder treatment. Size 13 in black.

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 reefer, 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.



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 glory your coat, suit, hat and bag. Three popular lengths in choice spring colors. Sizes 6 to 7½ in the group.

—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's practical. Choose your all wool, plaid or plaid and it's all for you who wear the garment. Also rayon plaid, plaid and stripes. Tucks, lace, ruffles in long or short sleeve styles to 46. Sizes 24 to 32 in the group.

Blouses

\$1.00

Dainty and demure rayon sheer and batiste blouses present a picture of crisp, clean, lovely and it's all for you who wear the garment. Also rayon plaid, plaid and stripes. Tucks, lace, ruffles in long or short sleeve styles to 46. Sizes 24 to 32 in the group.

—Downstairs at Ayres.

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 at \$8.95 and \$12.95.

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

—Downstairs at Ayres.

IF Your Waist Isn't Slim  
Enough... Consult

MISS E. A. SWANSON  
(KABO Figure Analyst)

About...

*EFFIGURE  
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 curving 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.