

AYRES DOWNSTAIRS STORE

Only 2 Days Remain to Complete Your Easter Costume



12 gore coat in Navy Crepe with lace collar and cuffs. Size 14.

Double breasted twill dress coat, satin bound collar. Size 12 in black.

Exciting Values for Spring!

Misses' COATS

\$10.95 Others at
\$16.95 and \$19.95

That budget will go a lot further when you choose these excellent quality spring coats at this very low price. Smart new silhouettes that are correct for spring fashioned in fabrics of Shetlands, Boucles, Twills and Wool Crepes. Colors in Black and Navy. Many coats feature white pique collars and cuffs. Sizes for Misses.

—Downstairs at Ayres.

Substandards of
"Real Silk" De Luxe
Chiffon STOCKINGS

79c

Hosiery . . . the unsung hero of every costume success! Consider the delicate sheer beauty that fine stockings lend to your costume. You get all of this beauty in substandards of Real Silk and at the same time you save money with their very low price.

"La Sayre" Irregulars, 59c —Downstairs at Ayres.

Fashions Designed For YOUR Easter Misses' DRESSES

Sparkling New Designs
Priced to Save Money for You

These are the smart new creations that are saving money for Indianapolis women who desire fashionable clothing at budget prices. Fashioned in such fine materials as Rayon Alpaca, Rayon Crepes and Rayon Cynaras . . . they have those fine details you expect to find only in dresses selling for much more. Each dress is individually trimmed to bring out the most attractive features. You'll point with pride to your Spring dress from Ayres Downstairs Store.

Sizes 12 to 20 in the Group

Prints	Navy
Dots	Black
Checks	Powder Blue
Plain Colors	Rose
	Grey

\$3.98

Other Dresses, \$6.98

Downstairs at Ayres.



Easter Fashion Values!

New STRAWS

\$1

All of the dominate spring fashions, brought to you in spring hat values you've been waiting for. Styled in smart Turbans, Kettle Brims, Bumpers and Sailors. Save money on your spring hats by taking advantage of this selling. Colors in Black, Navy, Red and Grey. Headsizes 22 to 23.

Other Straws, \$2 up to \$4.98

—Downstairs at Ayres.

To Make Your Easter Dress Fit Better

"FRUIT of the LOOM"

Rayon Satin and
Rayon Crepe

SLIPS

\$1.00

Other Slips
69c up
to \$2

To attain that trim silhouette in demand this season you'll want one of these smooth fitting slips 'neath your new Spring dress! 4-Gore and bias styles with California "V" tops, lace trimmed and tailored. Tea rose and white! Sizes 32 to 44!

Women's Rayon Undies

Rayon panties, stepins, bloomers and vests with elastic run at waist. Plain tailored hem. Regular and stout sizes. Color in terose.

Women's Cotton Slips

Women's cotton house dress length slips with built-up shoulder. Hemstitch finish at neck and arm holes. Sizes 34 to 52 in white.

Rayon Satin Panties

Women's rayon satin panties with elastic at waist. Lace and tailored with embroidery at hem. Sizes small, medium and large. Tearose and blue.

Rayon Satin Slips

Women's rayon satin slips, Cal V lace and tailored tops. Bias cut. Sizes 34 to 44 in terose and white.

—Downstairs at Ayres.

Little Boys' FLANNEL SUITS

\$3.98



FOUR-PIECE Coat, Shorts, Waist and Tie, complete suit of flannel. Mannish tailored coat and neat shirt. Colors in chocolate brown and navy blue. Sizes 4 to 10.

BELTED SLACKS
Brand new zipper fly belted slacks for boys. Medium blues, grey-greens and browns. Drop loop bands, full belt, pleated front. Sizes 12 to 18.

ZIPPER SWEATERS
Boys' colorful zipper sweaters in smart tweed front and spun rayons. Two-tone colors. Green, brown and blue. Sizes 30 to 38.

Boys' SHIRTS
Plain whites and fancy vat dyed colors in boys' fine quality shirts. Blues, greens and tans. Nicely tailored. Sizes 6 to 14.

Boys' NEW TIES
Hand tailored rayon ties in bright stripes, checks, plaids and multi-colored designs! Blues, reds, green and browns! Resilient construction!

Boys' RAYON TIES
Boys' rayon ties in bright plaids, stripes and checks in nice patterns. Reds, blues, greens and tans. Nicely tailored.

BETTER CREW SOCKS
Short ankle socks in a wide selection of colors and patterns—reds, greens, blues, browns and tans. Reinforced! Sizes 7 1/2 to 12!

POLO SHIRTS
New Spring polo shirts in bright blazer stripes with crew neck and short sleeves! Red, brown, tan and green! Small, medium, large sizes!

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New Spring polo shirts in bright blazer stripes with crew neck and short sleeves! Red, brown, tan and green! Small, medium, large sizes!

SAMPLE SALE!

Girls' and Tots' HATS

69c	\$1	\$1.29
\$1.50	\$2	\$3

Any Girls' and Tots' Easter will be just perfect with one or more of these very becoming Spring Hats. They're styled for girls after version of mother's New spring hat. Felt, Straw and Leghorns, Rollers, Large and Small Brims, Off the Face Berets and Scotties. Colors come in White, Copen, Rose, Navy, Natural, Brown, Maize and Green. Sizes 6 to 10 Years and 12 to 16 Years.

Tots' Navy Coats

Tots' Navy coats of shetland with white pique collar. Other styles include shetlands and novelty tweeds and all have matching hats. Colors in Navy, Copen and Rose.

Girls' Coat Suits

Girls' new spring coats and suits. Suits are 2-piece with suspender skirt and coat. Coats come in princess style of tweed, also open and rose in wool shetland and Navy with white collars. Sizes 7 to 14.

Girls' Sheer Blouses, 59c
All white and white with color trim in girls' sheer blouses. Sizes 7 to 14.

Cotton Wash Fracks, \$1
Wash frocks in sheers, broad-cloth, chambrays and shantungs. Solid colors and floral prints. Sizes 7 to 16.

Tots' Sample Anklets 15c
Sample sale of tots' anklets in deep tone, pastel shades and white. Sizes 4 1/2 to 7 1/2.

—Downstairs at Ayres.

That Smooth Line, Gained by 2-Way Stretch Lastex GIRDLES



Your figure becomes more alluring when moulded smoothly and positively in these 2-way stretch lastex girdles. They have that front lacing to give added support and adjustment when you need it. 4 Hose supporters. Sizes Small, Medium and Large.

Other Lastex Girdles Up to \$2.50
—Downstairs at Ayres.

FASHION STARS SHOES for Women



\$1.99

Sizes 4 to 9, Widths AA to B

Smart styling, intriguing lines . . . designed in Hollywood to bring you all of the pomp and glory from the land where fashion is dictated. All the beauty is yours in Fashion Stars and in addition you get the comfort and snug fit they're designed to give. Colors in Navy Blue and Black, styled in Pumps, Stepins, Sandals and Straps.

Other Shoes \$2.99 to \$5.50
—Downstairs at Ayres.