

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

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.

79c

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

It's the earliest Easter in many, many years—but Fashions in Ayres Downstairs Store are authentic to the last degree—and although but few shopping hours remain before Easter our stocks are still amazingly complete! You can shop with your entire family in this complete store on one floor and choose QUALITY merchandise made for YOU, at prices YOU want to pay!

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 Oynaras... 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
Dots
Checks
Plain Colors

Navy
Black
Powder Blue
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. Head sizes 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! Neatly 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... 25c Ea.
Rayon panties, stepins, bloomers and vests with elastic run at waist. Plain tailored hems. Regular and stout sizes. Color in tearose.

Women's Cotton Slips... 3 for \$1
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... 59c
Women's rayon satin panties with elastic at waist. Lace and tailored with embroidery at hems. Sizes small, medium and large. Tearose and blue.

Rayon Satin Slips... 69c
Women's rayon satin slips, Cal V lace and tailored tops. Bias cut. Sizes 34 to 44 in tearose and white. —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.

\$1

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.

\$2.00

ZIPPER SWEATERS

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

\$2.00

Boys' SHIRTS

Plain whites and fancy vat dyed colors in boys' fine quality shirts. Blues, greens and tans. Nicely tailored. Sizes 6 to 14½.

59c

Boys' NEW TIES

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

39c

Boys' Rayon TIES

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

25c

BETTER CREW SOCKS

Short ankle socks in a wide selection of colors and patterns—reds, greens, blues, browns and tans. Reinforced! Sizes 7½ to 12!

25c

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!

39c

SAMPLE SALE!

Girls' and Tots' HATS

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

Any Girls' or 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. Felts, Straws and Leghorns in Rollers, Large and Small Brims. Off the Face Berets and Scoot-ties. 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... **\$3.98**

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... **\$5.98**

Girls' new spring coats and suits. Suits are 2-piece with suspender skirt and coat. Coats come in princess style of tweed, also copen 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.

Gotten Wash Frocks, \$1

Wash frocks in sheers, broad-cloth, chambrays and shantung. Solid colors and floral prints. Sizes 7 to 14.

Tots' Coat Sets... **\$2.00**

Parker Wilder wool flannel coat sets for Brother and Sister, with matching hats. Royal, Red and Copen. Sizes 1 to 4 years.

Tots' Sample Anklets 15c

Sample sale of tots' anklets in deep tone, pastel shades and white. Sizes 4½ to 7½. —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 of 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.

