

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

* REGISTERED



Duco Dots

As Fresh
as a Breeze

Refreshing and exciting fashions for a styled studded spring. Star and novelty Duco dots in military motif. The tiny patterns give added feminine allure and flattery. Solid and two-color combinations.



\$3.98

Sizes 9 to 15
for Juniors!

COLORS IN:
Navy!
Red!
Brown!
Rose!
Blue!

STYLE A
Detachable white pique collar. Shirred waistline, self belt. White duco dot stars on grounds of Navy, Brown, Rose or Blue.

STYLE B
White embroidered collar and cuffs. Gathered and button trimmed bodice. Novelty duco dots in white on grounds of Red, Blue or Rose.

STYLE C
Two-tone combination with contrasting collar and belt. Shirred waistline. White duco dot stars on grounds of Navy.
—Downstairs at Ayres.



Dressmaker
Brim

of Rayon Faille Fabric

Soft, face framing dressmaker brims strike a keynote in every smart spring forecast. A correct head fashion placed back on the head to accent face contours and hair styles. Choose colors in Black, Brown, Navy, Red or Copen. Headsizes 22 and 23.
—Downstairs at Ayres.

\$2.00



Broadcloth with
Lace Brassiere.
Talon zipper closings.
Boned front,
cloth back. Sizes
32 to 38. \$3.50

Kabo FOUNDATIONS
to Fit Every Figure
\$1.25 to \$7.50

Kabo makes a perfect contribution to insure your perfect figure for spring dresses. Styling and treatments to mould and correct your figure. Be sure to see them in girdles, foundations, light or heavy boned, two-way backs, cloth backs, lace uplift brassieres. Also rayon Satin lastex for the junior figure. Sizes 32 to 46 in the group.

Visit this complete corset department tomorrow. Place your corseting problems in the hands of our expert fitters, they're trained to help you get a better, more flattering fit. Ample fitting rooms. All a part of Ayres' service . . . to YOU!

—Downstairs at Ayres.

Spring
Sportswear

SWEATERS \$2

Smart new torso styles and peplums, long and short sleeves, cardigans and slippers. Just a multitude of charming styles in soft pastel colors, Beige and Red. Sizes 34 to 40 in the group.

BLOUSES \$2

Grand style selections in striped cotton, filament rayon crepe, sheers. Hawaiian prints and batistes. Long and short sleeves, tuck-in and band bottoms. Tailored and dressy types. Sizes 32 to 40 in the group.

SKIRTS . . . \$3

All-wool skirts, gored and pleated styles, zipper plackets, belted and waist band styles. Pastels, Plaids, Navy, Brown, Beige and Black. Sizes 24 to 38 in the group.

—Downstairs at Ayres.

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