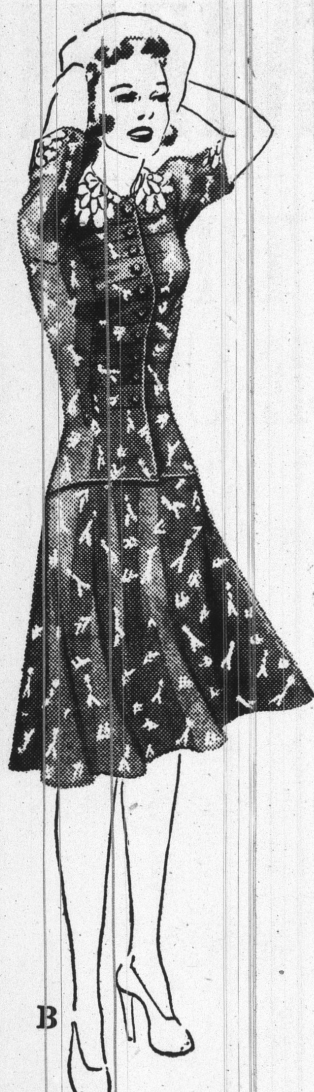


The "BUY WAY" of Indianapolis

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.

Spring Sportswear

SWEATERS \$2

Smart new torso styles and peplums, long and short sleeves, cardigans and slipovers. 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.



Casual Triumph

for a Perfect Spring Season
Wool Fleece COATS

\$10.95 SIZES 9 to 17

There's a world of undeniable charm wrapped up in these smart casual wraparounds. Fitted for flattery, and glorified with suede belt to add new charm. Other styles with zipper pockets, reversible tweeds with detachable parka hoods.
—Downstairs at Ayres.

For Spring You're Sure to Want Substandards of
REAL SILK DeLuxe
Chiffon STOCKINGS

To accent and augment your spring fashions, take care in choosing correct stockings. Real Silk Deluxe chiffons offer you the finest in hosiery beauty. Choose several charming spring shades to beautify your entire spring wardrobe. Sizes 8½ to 10½ in the group.
—Downstairs at Ayres.

79c Pr.



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 closing.
lined front,
cloth back. Sizes
32 to 33. \$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.



Gabardine
HANDBAGS

A spring fashion decree... Gabardine handbags! Styled with every detail to harmonize with spring fashions. Accessorize with Gabardine and BE RIGHT! We feature many new styles with patent trims in under arm and top handle styles. Zipper closings.
—Downstairs at Ayres.

\$1.00



Striped Blouses
For the Teen Crowd

59c

A raging sports fashion among the "coking set" that "know what they want." Striped cotton blouses in dainty red and white stripes. White pique collar and cuffs. Long sleeves and delicate pearl buttons. Also in solid white. Sizes 10 to 16.

Spring Flannel Skirts

Girls' new spring flannel skirts in solid pastels or pastel plaids and Navy. Sizes 10 to 16.
—Downstairs at Ayres.

\$2 and \$3

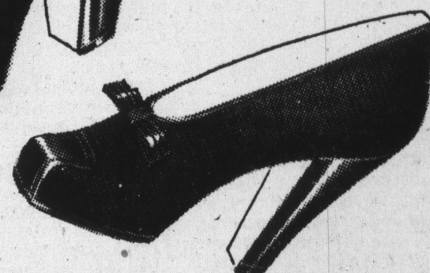


Gabardine
for
SPRING

A: Black Gabardine, open toe, V throat pump with embroidered eyelet trim.



B: Black Gabardine with patent trim, square toe, high heel, patent bow.



C: Black Gabardine with patent trim, built up pump with medium heel.

CORLISS
Style Footwear

\$3.00

Corliss meets the demand for Gabardine with their most glorious creations. If you haven't seen the new Corliss style shoes for spring... do so at once, you'll love them. Foot flattery and a tiny price, in a multitude of styles, heel heights, and trims. Sizes 4½ to 9, widths AAA to B in the group.
—Downstairs at Ayres.