

# The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

REGISTERED



Are You "5-Foot-6" or Over?  
Then You Should Wear

**"TALL-TYPE"  
DRESSES**

**\$5.98**

In New Prints

If you're tall and on the slender side . . . then you should wear "Tall-Type" dresses . . . designed with longer skirts, longer sleeves and a waistline where Nature put YOURS. No longer do you need to hide your graceful height beneath misfit clothes—just wear "Tall-Type" and be smartly fashionable. Tomorrow you can choose from a grand selection of brand new spring prints—delightfully styled in "Tall-Type" lines. Sizes 12 to 20.

—Downstairs at Ayres.

ABOVE—An all-over print in blue green or fuchsia. Sizes 12 to 20.

RIGHT—Print and plain redingote effect with black skirt and black background print. Sizes 14 to 20.

New for Spring!

Matchable  
Separates!

**Jackets . . . \$3 to \$5.98**

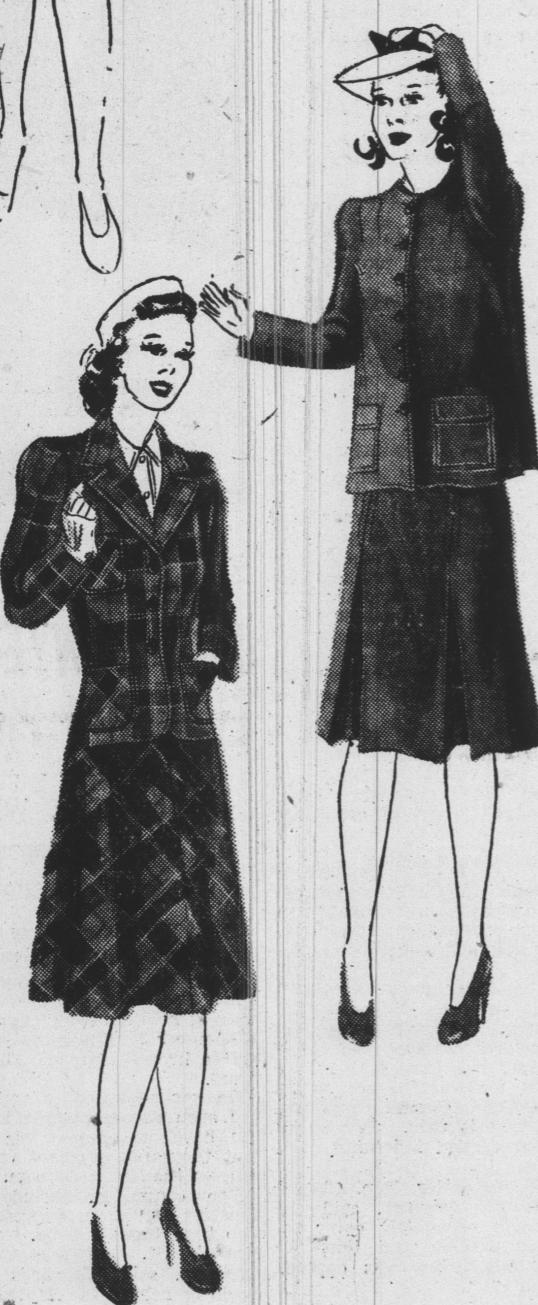
**Skirts . . . \$2 to \$3.98**

It's a new idea for Spring! You can buy a jacket—plaid or plain—and add a skirt that is an identical match—plaid or plain! Or if you wish, you may choose either jacket or skirt separately and forget about the opposite garment. And of course, you can mix them if you wish. Plaids are wool tweeds in brown, blue and rose tones. Plain skirts and jackets in flannel—navy, beige, powder or pink. Misses' sizes.

**Blouses or Shirts . . . \$2**

A grand assortment of styles to go with fashion's new sports suits. In batiste, rayons and cottons! White, plain colors, stripes and dots. Long sleeves and short sleeves. Some in nautical styles. Sizes 32 to 40.

—Downstairs at Ayres.

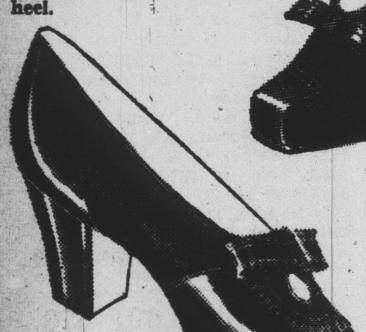


**Gabardine**

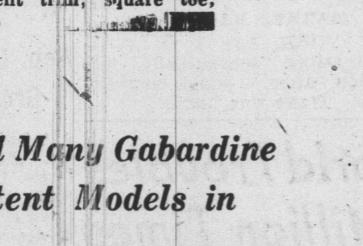
Highlighted  
With Patent

Is a Footnote for Spring!

Black patent with elasticized gabardine saddle; patent bow; low heel.



Black gabardine built-up pump with patent trim; Cuban heel.



You'll Find Many Gabardine  
and Patent Models in

**CORLISS  
Spring Footwear**

**\$3.00**

Of course you'll want Gabardine for Spring! And when it's trimmed with gleaming black patent you'll leave footprints fairly oozing with Fashion! See these brand new "CORLISS" gabardines tomorrow—there's a style just made for YOU, in the heel-height YOU want. Scores of other styles, too, in sizes from 4 1/2 to 9, widths from AAA to B.

—Exclusive with Ayres Downstairs Store.



Here's Glamour  
for Juniors!

**PRINTS**

Styled In  
California

**\$3.98**

Sizes 9 to 17!

California, land of glamour, yielded us these treasures to help YOU pep up your winter-weary wardrobe! They are forward looking little frocks in fresh looking flower and monotonous prints . . . young and vibrant . . . to wear now and all spring. They are dressed with a YOUNG look . . . dresses for YOUTH . . . chosen by our own buyer who went to California for them. In reds, aqua, navy, black and blues.

—Junior Shop,  
Downstairs at Ayres.

*Spring  
Tweeds*  
for  
Misses and Juniors

**\$10.95**

Flash news . . . all about the brilliant new sport coat fashions in SPRING TWEEDS. Fitted reefer and tuxedo styles. Oatmeal and Blue or Gray tones to choose from. In this group you'll also find plaids, herringbones, shetlands and fleeces, in many styles.

For Spring Fashions . . .  
It's Downstairs at Ayres.



Use Our Easter  
LAYAWAY  
PLAN!



**SALE!** Genuine  
Leather

**Capeskin GLOVES**

For Saturday Only!

Yes, you CAN believe your eyes! Real LEATHER gloves, soft, wearable capeskins — tomorrow only, at \$1 a pair! We made a fortunate special purchase—and pass the saving along to you. There are 4-button classic silicons, and plain and fancy stitched styles—in navy, brown, wine, green, tan, and white. Sizes 5 1/2 to 7 1/2.

—Downstairs at Ayres.

**\$1.00**  
Pair

**\$2.00**

For Springtime It's  
**FLOWERS**

To Garnish Gay  
Little Hats  
of Felt or Straw!

Fashion's millinery story for Spring is . . . "choose a hat that flatters YOUR facial contour—and wear it." We have YOUR hat . . . and it is likely to be trimmed with gay spring flowers—masses of them—piled on such fascinating shapes as pompadour pill boxes, Dutch Caps, small sailors, small brims and pancakes . . . many trimmed with veils. In navy or black.

—Downstairs at Ayres.



For Perfect Fit and Long Wear!

**Strydefree**

**RAYON LINGERIE**

**59c Each**

Because they fit so smoothly—because they wear so long—and because they're "STRYDEFREE" . . . women love to wear these soft rayon satin stripe undies. Choose briefs, panties, sleepers, bloomers and vests. Run-resisting weave; taped front, elastic back, tailored hem, satin gusset; sizes 34 to 42.

—Downstairs at Ayres.

"FRUIT of the LOOM"

Rayon Satin or Crepe

**SLIPS**

★ V Lace Tops!  
★ Tailored Tops!  
★ Embroidered Trim!  
★ 4-Gore Styles!  
★ Bias Styles!

**\$1.00**

Rest assured that your new spring fashions will fit perfectly when they're worn over the smooth flowing lines of a "Fruit of the Loom" slip. Tailored with careful details and workmanship. Complete with adjustable shoulder straps. You may buy them in Tea Rose or White in sizes 32 to 44.



Teen-Agers, Too,  
Can Have Those

**Matching Separates**

**Plaid Jackets . . . \$3 and \$3.98**

Teen Agers need not let big sister "take a trick" when it comes to Fashion! Here are zippy new plaid jackets with a choice of double or single breasted styles, and either cardigan or boy collars; beige, blue or rose combinations. Sizes 8 to 16 in the group.

**Plaid Skirts . . . \$2 to \$3.98**

Good fitting little skirts in plaids and colors to match the above jackets. Also solid-color pastels to match for contrast. Sizes 8 to 16 in the group.

**Cotton Suit Blouses . . . 59c to \$1.15**

New cotton blouses in white and pastels; batistes, broadcloths and shantung; sizes 7 to 16 in the group.



**Flatter Your Legs With  
SHEERMODE  
NYLON *IRREGULARS*  
Proportioned - Fit  
Stockings**

**\$1.15**

• Beautifully Sheer!  
• Long Wearing!

• No Rings at Ankle!  
• New Glove-Fit Heel!

Now you can get plenty of the new Sheermode Nylon proportioned-fit stockings. They're designed to give you a more perfect fit. Trained sales persons will fit you perfectly in these stockings; in addition they will fill out a record card that is retained for your future reference. You need have no further worry about a perfect fit in Nylon stockings when you wear the quality irregulars of Sheermode Nylon, made with the exclusive "Glove-Fit Heel."

—Exclusive with Ayres Downstairs Store.