

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

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 back-ground print. Sizes 12 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 elasticized gabardine pump with patent trim; square toe; high heel.



You'll Find Many Gabardine and Patent Models in

CORLISS

Spring Footwear

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 4½ to 9, widths from AAA to B.

—Exclusive with Ayres Downstairs Store.

\$3.00

Here's Glamour for Juniors!

PRINTS

Styled In California

\$3.98

Sizes 9 to 17!



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

—Junior Shop, Downstairs at Ayres

SALE! Genuine Leather

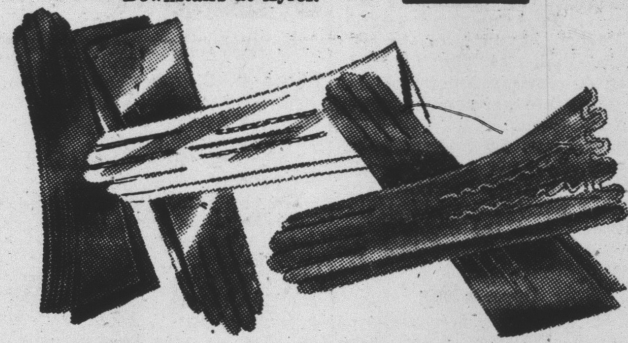
Capeskin GLOVES

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 slippers, and plain and fancy stitched styles, in navy, brown, wine, green, tan, and white. Sizes 5½ to 7½.

—Downstairs at Ayres.

\$1.00 Pair



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, step-ins, bloomers and vests. Run-resisting weave; taped front, elastic back, tailored hems, setin gusset; sizes 34 to 42.

—Downstairs at Ayres.

Flatter Your Legs With

SHEERMODE

NYLON IRREGULARS

Proportioned-Fit Stockings

\$1.15

- Beautifully Sheer!
- No Rings at Ankle!
- Long Wearing!
- 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.

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!

For Springtime It's

FLOWERS

To Garnish Gay Little Hats of Felt or Straw!

\$2.00



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.

Here's the Secret to a Perfect Silhouette for Spring!

"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.

—Downstairs at Ayres.



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 or 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.



—Downstairs at Ayres.