

AYRES DOWNSTAIRS STORE



The Classic SUIT

Is the **CURRENT** Suit!

\$10.95

In Soft Herringbone Weave!

Our smoothly tailored classic suit . . . ageless, timeless, tried and true. Flawlessly fashioned in a wonderful, wool blend herringbone tweed. (60% wool with 40% rayon.) You'll love its trimly flattering lines, its dependable qualities that will endure through many seasons . . . and, its colors fairly sing of a spirited Spring! Maize, beige, brown, red, aqua and gray in the group. Sizes 12 to 20 in the group.

—Sportswear Department, Downstairs at AYRES

The Jewelry Neckline
Is So Becoming!

FRUIT OF THE LOOM

Rayon Blouses

\$2.25

The jewelry neckline of this Fruit of the Loom blouse is so becoming. And it's trim, tidy and perfect with your new Spring suit! It has a neatly tucked front, a button back. In fragile looking, but long wearing multifilament rayon crepe. White, maize, blue. Sizes 32 to 38.

—Sportswear, Downstairs at AYRES

Your New Spring Clothes
Will Fit Better Over

Rayon-and-Lastex

GIRDLES

\$2.25

They're light in weight, but they school your curves with strict firmness! Choice of two styles; the soft, two-way stretch panty girdle or the two-way stretch regular girdle, both ideal for complete comfort and freedom of action. Small, medium and large sizes.

—Corset Department, Downstairs at AYRES

For Today's
"Up-to-the-Minute"
Women . . .

American Girl
Fashion **ARCH**
SHOES

\$5.00

They're geared for service, built for comfort and youthfully styled. Walking, standing, relaxing, these American Girl shoes are the answer to your prayers for maximum comfort plus maximum beauty on your feet. The oxford comes in black or brown gabardine; the pump in brown, black and blue gabardine and black or brown crushed kid. Sizes 4½ to 10, AAAA to B widths.

DON'T FORGET to Bring
Coupon 17 in Your No. 1 Ration Book!

—Shoe Department, Downstairs at AYRES



A Pretty Hat

Can Help You Put the
Best Face on Things!

\$3.00

. . . and this year, more than ever, a hat lifts your spirits and makes a costume! We have a huge assortment of these spirit lifters . . . pretty, gay or bold! There are: suit and off-the-face profile brims, poke bonnets and off-the-face pokes, pompadours, calots, sailors, berets, derbys. In rayon belting, wool felt, straw, straw trims, flower trims and fur felt. Choice of black, brown, navy, red, kelly, copen, beige and California lilac. Headsizes 22 and 23.

—Millinery Department, Downstairs at AYRES

IF YOUR Rayon Stockings Do These Things



Wear at Toes?

Try Realsilk's Service Tested Toe, reinforced for longer wear.

Wear at Side of Foot?

Try Realsilk's Cradle Dura Foot, reinforced for wear yet doesn't show.

Break at Instep Point?

Try Realsilk's Strain-Proof Instep, a strong, yet invisible reinforcement.

Wear at Heel?

Try Realsilk's All-Over Heel Guard, an extra reinforcement for extra wear.

Run in Garter Hem?

Try Realsilk's positive one-way run-stop.

Break and Run at Back?

Try Realsilk's No-Hole Hem, a closed hem which provides double thickness, reduces runs, keeps seams straight.

... then You Need

Irregulars of
REALSILK

REALTEX
RAYON STOCKINGS

85¢ Pair

Realsilk rayon hose are protected at every point of wear by those famous REALSILK beauty guards which make them wear and wear! REALSILK's new REALTEX hose in first quality are sold from coast to coast at \$1.35 a pair. You, Miss Indianapolis, can buy the fine irregulars at only 85¢ . . . irregulars so nearly perfect that only the eagle-eyed Realsilk inspector can detect any imperfection. None are passed that will affect the wear. Buy them with confidence—exclusively in Ayres Downstairs Store. **LAUNDERING PRECAUTION:** Allow Rayon Hose to Dry 24 to 48 Hours.



On Top of Everything This Spring!

Untrimmed Dress and Sports
COATS—\$12.95

Of course you can find a Spring coat for \$12.95 and less. But not coats like these. For one thing, they're fashioned of sturdy, luxurious fabrics, expertly tailored and finely detailed. For another, they come in the most becoming, the most purposeful styles. The Sports Coats are in fleece, tweed, shetland and herringbone fabrics; in fitted or boy styles; blue, green, beige, gold and red; sizes 9 to 17, 12 to 18, and 35 to 44. The Dress Coats, some all-wool, are made of exquisite fabrics; reefer, boxy and soft styles; navy and black. Sizes 9 to 17; 12 to 20, and 35 to 44.

—Coat Department, Downstairs at AYRES

Lighten, Brighten Your
New Spring Suit . . .

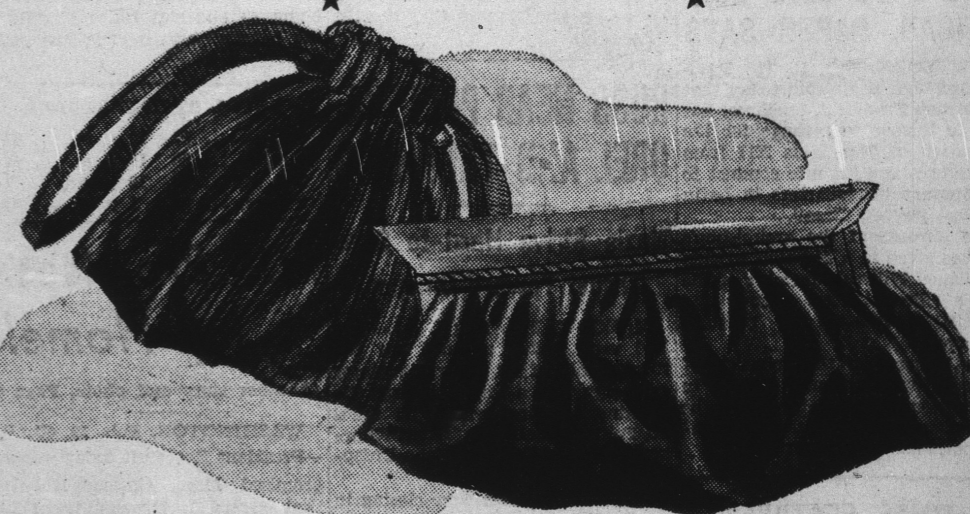
With Crisp
DICKEYS

\$1.00

Extra pretty, extra dainty dickeys to keep you . . . and your suit . . . looking smart, fresh and crisp all through the day. In face-framing or trimly tailored styles, fashioned of lovely lace, delicate embroidery, rayon or pique, all easy to care for, and all extremely flattering.

Other New Dickeyes
59¢ and \$2.00

Neckwear Department, Downstairs at AYRES



Perfect Companions for
Your New Spring Suit!

Handbags—\$2.00

They add the finishing touch to any costume, are beautiful as well as useful, and they're perfect companions for your new Spring suit! Simulated leather, faille and corded fabrics; tophandle, underarm and drawstring styles; black, brown, navy and tan.

—Downstairs at AYRES