

# AYRES DOWNSTAIRS STORE

## Good Companions

SKIRTS ... \$3.00

BLOUSES ... \$2.25

No alterations are necessary with these shortie skirts! They're just the right length for the girl who is five feet four inches short ... or less! In a light weight wool blend with front and back pleats, a side button placket. Blue, gold, green, beige, winter white. 22 to 28. Frankly feminine "Glenwear" rayon broadcloth blouse with cotton ruffling on collar and down the front. White only. Sizes 32 to 38.



Required  
For GARDENING  
OVERALLS ... \$3  
SHIRTS ... \$2

Bib style and button back overalls in sanforized navy blue denim. Three front pockets are handy holders for gardening tools. Sizes 12 to 20 at \$3; sizes 40 to 46 at \$3.98. The western style Rancho shirt is in gay plaids of blue and red. It's nicely tailored, has a convertible collar. Sizes 32 to 40.  
—Sportswear 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 Strainproof Instep, a strong, yet invisible reinforcement.

### Wear at Heel?

Try Realsilk's Allover 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

**REALSILK**  
Irregulars of  
**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 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.

**FACE-FRAMING FAVORITES**  
**\$3.00-\$3.98**

Dramatic charmers to frame your face and top your curls. To lift your spirits and your costumes to a gay Spring gesture! Choose from a large group of beautiful, dutiful hats in straw, felt or fabric! In black, brown, navy, turf tan, kelly green, copen and red.  
—Millinery Department, Downstairs at AYRES

## For Beauty and Duty!

**Soft COATS**  
**\$15.00**

## For Juniors, Misses, Women!

Double pretty for your off-duty, on-duty hours, these stunning dress coats in tried twill and crepe have slim lines and a figure-flattering loveliness that defies description. You'll wear them over everything this Spring, everywhere you go! We sketch just two from our large group.

RIGHT: Trimly fitted style in navy or black twill. With a tie belt, becomingly tucked shoulders and a crisp white overcollar. Sizes 12 to 18.

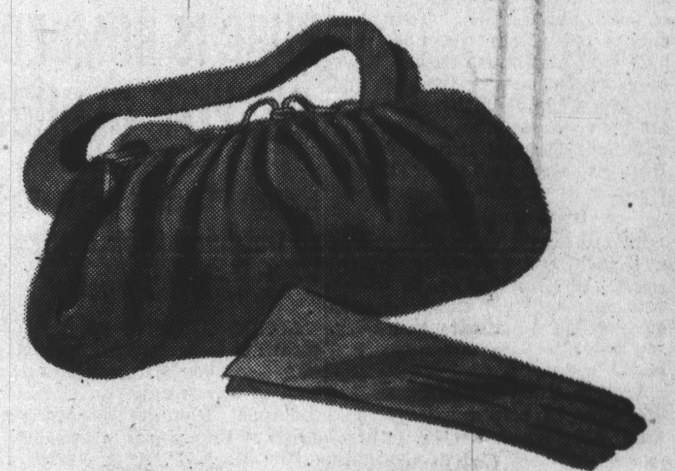
LEFT: Smart fitted coat with slenderizing commando stripes. Three button style front in fitted or boxy style. Navy or black. Sizes 38 to 44.

—Coat Department, Downstairs at AYRES



## The Young Success SUIT DRESS \$5.00

A pert little job with a sailor collar and a detachable white overcollar. It's just the kind of suit ... or dress ... that will be a huge success at the U. S. O. and a dramatic sensation on Easter Sunday! It fits with a flair, is styled with a pretty purposefulness for an all 'round life! Brown, wine, green and navy checks on blended spun rayon. Sizes 9 to 15.  
—Junior Deb Department, Downstairs at AYRES



## Mix or Match Your Spring Accessories

**Handbags — \$1.79**

Lighten, brighten your Spring costumes with a blaze of color. Choose for instance, soft, shirred rayon camel suede handbags in pouches, underarm or top-handle styles. Kelly green, turf tan, American Beauty, black, red or gold.

**Gloves — \$1.00**

And then choose gloves to match or contrast with your handbags. They're in soft, washable rayon fabrics in ice pink, turf tan, chamois red, white, dahlia, navy and beige.  
—Downstairs at AYRES

**Go Smartly Afoot  
On Easter—In**

**AMERICAN**

**FASHION Shoes**  
**\$4.00**

Frivolous or practical in appearance ... just as you wish ... but always flattering, always long-lived in leather and in lines! Keyed to service, to comfort and to beauty, you buy them to add drama to your costume and wear them with great pride! Open or closed toes, medium, low or high heels. Sizes 3½ to 10, AAAA to B widths in the group.

- Polished Calf!
- Gabardine!
- Patent!
- Crushed Kid
- Blue!
- Tan!
- Black!
- Brown!

—Fashion Shoe Department, Downstairs at AYRES

**WARNER'S**  
Budget-Priced  
**Brassieres**  
**89¢**

Warner's, maker of the famous A. B. C. cup brassiere, gives you four different brassieres at budget prices! A lovely white lace brassiere, an all-silk satin and lovely lace brassiere in nude and white, a broadcloth brassiere with a band, in nude and white, and a broadcloth brassiere without a band, in nude and white. All styles, sizes 32 to 36.  
—Corset Department, Downstairs at AYRES