

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE



YOUR fresh-as-lace-paper EASTER DRESS \$8.95

A dress with head-turning elegance... a dress in which to make memories... on Easter Sunday... and under the Summer sun! Touched with the dewy loveliness of violets at the waistline, iced with a cloudrift of white ruching at the throat! The skirt is accordion pleated from waist to knee, flares from knee to hem in a graceful swirl! Black or navy romaine crepe. Sizes 12 to 18.

—Fashion Dress Department,
Downstairs at AYRES



"TIPPY" The All-American Beret

AS ADVERTISED IN MADEMOISELLE
IN ADJUSTABLE HEADSIZES

- Red! • Gray! • Black!
- Copen! • Navy! • Lilac!
- Kelly! • Beige! • Rose!
- Turf!

\$2

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 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



REALTEX RAYON STOCKINGS 85c 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 REAL-TEX 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 85c... irregulars so nearly perfect that only the eagle-eye 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.

- For Tots and Toddlers!
- For Girls and Juniors!



New Spring Cotton Frocks For the Younger Generation! \$1.39 \$2 \$3

Spicy sweet and charming little cotton dresses from our collection of enchanting fashions for big and little sisters! Neatly tailored and delightfully styled in washable fast colors. Choice of spirited prints, solid pastels, gay stripes or checks.
—Youth Center, Downstairs at AYRES

Mix or Match Your Accessories HANDBAGS \$1.79



There's drama for your Easter costume with these soft shirred rayon camel suede handbags! They're in pouch, top handle, underarm styles; in blazing colors: kelly green, turf tan, American beauty, brown, black, rose, gold and red.

Special! Rayon Fabric Gloves 69c

Choose gloves to match your costume or as an exciting contrast. These smart slippers are fashioned of fine quality rayon fabric, are in black, white, kelly green, dusty rose and red.

Dream Girl at EASTER! With Lovely Face-Framing Lace Neckwear 59c

Frothy frilly lace... or pert pique... framing your face... misty cloud drifts, fragile as a porcelain figurine... to make YOU memorable in your dark dresses or your Easter suit! V and round necklines in lovely lace and pert pique.

—Downstairs at AYRES



RAIN 'er SHINE UTILITY COATS \$3.98

Smart new toppers for rain or shine. Fashioned of a natural oyster color, fine quality water-repellent fabric. With slick casual lines, a neat fly front and balmacaan style sleeves which make them easy to slip on over suits! Note the two large flap pockets and the small change pocket! Sizes 9 to 17 and 12 to 20.

ORDER by PHONE—RI. 9441

—Coat Department, Downstairs at AYRES

SEW and SAVE! New Spring Cottons

In new Spring patterns and washable fast colors. 36-inches wide, in remnant lengths of 1 to 10 yards.

- Printed Linenes
- Printed Percales
- Printed Broadcloths
- Plain Denims
- Printed Spun Rayons
- Plain Poplins

19c YARD

Percales! Shirtings!

25c Yard

Remnants of lovely new Spring printed percales and shirtings in 3 to 10-yard lengths; washable fast colors.

Printed Seersuckers 29c Yd.
36-Inches wide in gay, printed striped seersuckers; choice of red, green, blue or brown.

Stevens' Toweling Remnants, 25c Yd.
¾ to 3-Yard remnant lengths of Stevens fine quality all-linen toweling; 18-inches wide with colored borders.

Stevens' All-Linen Toweling, 29c Yd.
18-Inches wide, fine quality all-linen toweling. Blue colored borders.

Stevens' 'P' Quality Toweling, 39c Yd.
Stevens' heavy crash toweling in the famous "P" quality. Choice of blue, green, or red colored borders.

Fine Bleached Muslin 19c Yd.
Extra fine quality bleached muslin in good usable 1 to 5-yard remnant lengths; 36-inches wide.

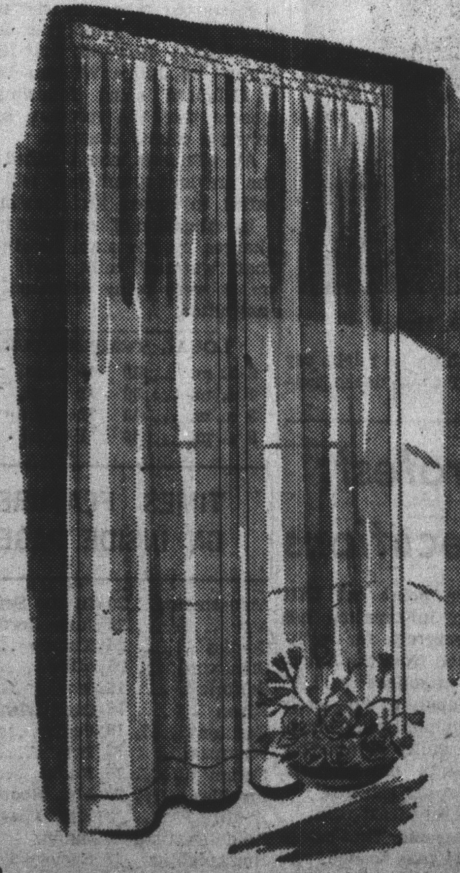
Bleached White Muslins 15c Yd.
A fine quality pure white bleached muslin in good usable remnant lengths.

Printed Sheers 29c Yd.
Fine 36-inch wide full bolt pieces of lovely printed Tuxcan batiste; a grand assortment of washable, fast colors.

48-Sq. Unbleached Muslin . . 19c Yd.
Remnants of fine, sturdy 48x48 square unbleached muslin in large remnant lengths; limit of 20 yards to a customer.

64-Sq. Unbleached Muslin, 15c Yd.
A fine count unbleached muslin; 36 inches wide; choice of large remnant lengths.

Fine Count Unbleached Muslin 11c Yd.
36-inches wide in large remnant pieces. You'll find many home uses for these fine remnants.
—Downstairs at AYRES



MARQUINETTE Tailored Pair Curtains

34x81 Inches \$1.49 PAIR

34x90 Inches \$1.59 PAIR

Let the sunlight into your rooms with these finely made, sheer curtains in plain marquette. They're neatly tailored with one-inch side hems and are ready to hang. Choice of cream or ecru.

Upholstery Fabrics, \$1.98 Yd.
Choice of heavy woven rayon and all-cotton upholstery fabrics to brighten your home! Choice of an attractive assortment of patterns and colors!