

DOWNSTAIRS STORE

Indianapolis! A Complete Store on One Floor!

CLOSED MONDAYS
SHOP, TUESDAY THRU SATURDAY
9:00 TO 5:25

Home Furnishing Center! Men's Center!

Cord Pre-Easter Note

ALL WOOL
COVERT OR SUEDE
COATS

18.95

JUNIOR Sizes 9 to 15
MISSSES' Sizes 10 to 18
WOMEN'S Sizes 38 to 44

So right for Spring . . . so amazingly low priced! Superbly tailored coats in fine all wool covert or suede, all fully lined and carefully detailed in fashion's newest silhouettes. Full-length coats to wear now through many seasons . . . 30 or 36-inch top-pers to flare over all you wear. Choose from many styles in favorite Spring colors.

Black Red Grey
Spring Navy Green

FASHION COATS—Downstairs at AYRES'



Irregulars From a Famous Maker

Crepe Blouses
2.98

Five Captivating Styles . . . One Low Price!

Luxurious rayon silduka crepe blouses at a price so low it takes your breath away! Start your wardrobe of Spring separates with several styles from this group . . . long and short sleeves, white and assorted pastel colors. Sizes 32 to 38.

SPORTSWEAR—Downstairs at AYRES'



Ladyform BRAS and Sunburst GIRDLES

Precision Cut by "Fruit of the Loom"

| "Ladyform" BRAS | Cotton | Satin | "Sunburst" GIRDLES |
|-----------------------------|--------|-------|--------------------------------|
| A Cup, sizes 32 to 38 . . . | 1.50 | 1.75 | Sizes 25 to 32 . . . Nude Only |
| B Cup, sizes 32 to 42 . . . | 1.75 | 2.00 | 4.95 |
| C Cup, sizes 34 to 44 . . . | 2.00 | 3.00 | |

"Fruit of the Loom" lightweight foundations firmly control and mould your figure! "Ladyform" bras are cut with bias cups for firm youthful uplift . . . short or long styles. "Sunburst" girdles are lightly boned in front to gently mould perfect contours.

CONSULT the "Fruit of the Loom" representative in our Corset Department THURSDAY, FRIDAY and SATURDAY . . . to assist with your figure problems.

CORSETS—Downstairs at AYRES'



MEN'S

All Wool
Worsted
SUITS
29.95

Wonderful HARD FINISH 100% WOOL WORSTED suits at a terrific low price of 29.95! Crease-resistant, shape-holding fabric in smooth all-over patterns or stripes. Single and double breasted. TAN, BLUE, GREY. Regulars, Shorts, Longs.



MEN'S All-Wool Covert
TOPCOATS 25.00

Spring topcoats . . . smoothly tailored for the well-dressed male! Hard finish covert! Various shades of NATURAL, BLUE, BROWN, TAN. 34 to 44.

Extra! MEN'S SPORT COATS and CARDIGANS

Wonderful for warm Spring weather! Choice of wool or corduroy. Gray, Green, Wine, Brown. Long wearing! Well tailored!

15.95

Use Our Convenient Budget or Layaway Plan! to 21.95
MEN'S CLOTHING—Downstairs at AYRES'



MEN'S CREASE-RESISTANT
ZIP-FRONT

Sport
Shirts

for Only **3.98**

MAROON!
BROWN!
GREEN!

GREY!
LIGHT BLUE!
TAN!

EXTRA!
Men's "Cranbrook" Combed Knit T-Shirts. Crisp white, soft and long-wearing, fully COMBED YARNS! Cut for comfort. S, M, L. 79c
Men's "Cranbrook" Handkerchiefs. Beautifully made of exceptionally fine fabrics. Packages of all white and white with colored borders. Pkg. of 6 for 1.00

A truly beautiful shirt for only 3.98! With new zip front, convertible collar, exceptionally fine tailoring! Inside button pockets, two-button cuffs. In "Kluger" fabric . . . crease-resistant, wear-endured. S, M, L.

MEN'S FURNISHINGS—Downstairs at AYRES'

Irregulars From "Real Silk" Mills
Full Fashioned, 45-Gauge, 30-Denier

NYLON HOSE

89c
Pr.

Luxurious Hose at a Budget Price!

A real "find" for smart shoppers . . . famous "Real Silk" nylons at a wonderful low price! Slight irregularities in the hose do not detract from their clear, sheer beauty, from the fine wearing quality. New Spring shades in sizes 8 1/2 to 11.

HOSIERY—Downstairs at AYRES'

