

# The "BUY WAY" OF INDIANAPOLIS

## AYRES DOWNSTAIRS STORE

(REGISTERED)



Tomorrow! A Quartette of Lovely New

**Betty Shaw Dress Fashions**

**\$6.98** *Never More—Never Less—*

Three more months of winter, but don't let that get you down. Pep up your spirits and your wardrobe with one of these refreshing new Betty Shaw dress fashions. You'll find them only in Ayres Downstairs Store and each is a distinctive new style, weeks in advance of the coming fashions. We show you here four chic examples from a lovely collection of styles for women, misses and the junior-miss!



APPROVED  
**Betty Shaw**  
FASHIONS

A Shirtwaist Model in Romaine  
**\$6.98 (A)**

A tailored shirtwaist dress with short full sleeves and stitched Barrymore collar. White taffeta buttons extend down the front. Black with white, navy with white. Sizes 14 to 20.

A Romaine Crepe In Contrasting Colors  
**\$6.98 (B)**

Play contrast and wear this romaine crepe in beige, navy, royal or peacock with contrasting color belt and buttons. Note the interesting sleeve fullness. Sizes 11 to 19.

Dark Sheer Crepe With Bolero Effect  
**\$6.98 (C)**

This black or navy crepe sheer has the important new bolero effect jacket, and a pleated print shirtwaist with jewel brilliant buttons. Sizes 11 to 19.

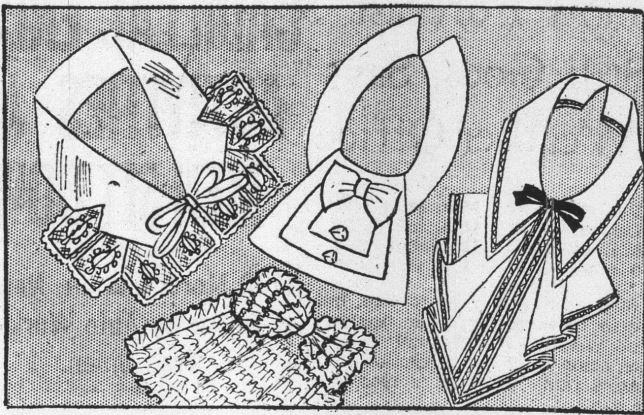
Print and Lace With Ruffle Collar  
**\$6.98 (D)**

This dainty old-fashioned print comes with quaint shoulder fullness and lace trim and ruffle collar. In wine, royal and navy in sizes 11 to 17.

January Sale!  
**Knit Dresses \$3.99**

These are wool chenilles, frill boucles and heather wool chenilles. Sizes 14 to 20—38 to 44.

—Downstairs at Ayres.



**White Collars**

Make Your Dress Shine With Chic!

Bright new, crisp white collars will work magic with your old dress or your new one for that matter. Choice of tailored or frilly styles in crepes, organdies, pique and lace. High necks, round necks and V necks and pin-on bows. Many of the collars have CUFFS TO MATCH.

**59c** EACH

—Downstairs at Ayres.

The New 1937 Styles Are in and They're Smarter Than Ever!

**'Seamprufe' Slips**

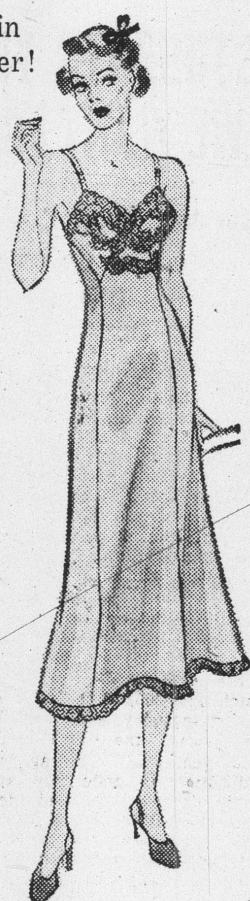
**\$1.98**

And Every Slip Comes With the Famous 10\* Guarantee!

The new 1937 spring styles in Seamprufe slips are in. They're smarter than ever before, and each comes with the famous 10-star guarantee. Choice of lace trimmed or tailored styles in silk crepe or luxurious satin. Each has adjustable shoulder straps with a lastex shoulder-eze. Cut on the bias. California V or straight tops. Tearose, white and dark colors.

Sizes 34 to 44 in Group!

—Downstairs at Ayres.



IT PAYS TO BUY QUALITY HOSE!

**REAL SILK De Luxe Chiffon Hose**

**69c** (Substandards) PAIR

It pays to buy Real Silk De Luxe Chiffon stockings... that's what women are finding out 365 days every year! For beauty, for service, for smart "go-with" colors Real Silk are your best bet. They're protected by the 10 guardmen at every point of wear... they're pure silk from top to toe, and they're wonderfully sheer. In sizes 8½ to 10½.

No Mail or Phone Orders!

—Downstairs at Ayres.

**JANUARY SALE!**

Women's and Misses' **Higher-Priced Shoes**

At a Sensational Low SALE Price!

**\$1.59** PAIR

(2 Pairs for \$3.00)

Specially purchased at great reductions off their usual price! These shoes are smart fashions, well constructed and styled. Choose from BLACK, BROWN, BLUE and GREY, and also combinations. Pumps, ties, straps, oxfords in suede, calf, kid or patent. Shoes you'll be proud to wear! Shoes that will give you unusually long service.

Pumps Kid  
Low Heels Patent  
High Heels Suede  
Ties Calf  
Oxfords Straps

—Downstairs at Ayres.



**Little Hats**

**\$2**

Turbans  
Pill Boxes  
Beret Types  
Veil Trims  
Black  
Brown  
Navy

Have a Big Fashion Future!

With a little headwork you're scheduled for a big fashion future this in-between-season! For little hats are going to be pretty important for the next few months... they make you look intensely sophisticated, and valiantly young, snuggled into your coat collars. Some have beaming little veils, others smart little rolled brim effects. Choose one in black, navy and brown in head-sizes 22 and 23.

—Downstairs at Ayres.

Are You Well Supplied With These Classic Sports Fashions?

**Skirts 'n Sweaters**

**\$1.98** EACH

We've a well equipped stock of all these famous sports fashions. THE SWEATERS are all-wool zepheers in plain pastel colors, short or long sleeves. THE SKIRTS are all-wool flannels, crepes and mixtures in plain colors or patterns. Sizes for all.

To Wear Over Your Cotton Blouse!  
**Barrel Sweaters**

Sleeveless barrel style sweaters in plain pastel colors. Maize, coral, white, gray and aqua. Small, medium and large. **\$1.09**

**Broadcloth Shirts**

Short sleeves, tailored style collars. White, navy, maize and rust. Size 34 to 40. **\$1.09**

—Downstairs at Ayres.



**JANUARY SALE!**

Sports and Utility

**COATS**

In 2 Bargain Groups!

**\$15.88** EACH

Group No. 1 includes our famous "Rain-r-'Shin" twisted boucle tweeds in swagger or fitted styles. (The first time we've sold these coats at this low a price.) Browns, blues and grey mixtures. Sizes 12 to 46 in this group. Group No. 2 includes Barbour fleeces and knitted fleeces in a big choice of colors and military, swagger, wraparound and fitted style.

Sizes in group—  
11 to 19—12 to 20—38 to 46!

—Downstairs at Ayres.

And a Special Group of **Fur-Trimmed Coats**

Specially reduced for our January Sale. Not a complete assortment, but many sizes, styles and fur trims in the group. An every coat at a big saving. **\$15.88**

