

# The "BUY WAY" OF INDIANAPOLIS

## AYRES DOWNSTAIRS STORE

★ (REGISTERED)



Make 1937 Your Best  
Dressed Year—Start  
With a Colorful

Fur-Trimmed  
Casual  
Coat  
\$29.50

Just to be different than your usual self this spring, start your wardrobe off with a fur trimmed casual coat colorful as a pastel painting and in a fleece soft as a kitten's ear. The collars are fluffy and flattering Lynx or Polar Wolf Johnny, Shawl or Pouch types. This year you'll find the new fitted or swaggar styles with gored backs, or with semi-flare skirts, and in the prettiest pastel colors you've ever laid your eyes upon.

Greys  
Greens  
Red  
Beige  
Blue  
Gold

Fleeces  
Camel Hairs  
Fitted Styles  
Swagger Styles  
Gored Backs  
Semi-Flares

Sizes 12 to 20

—Downstairs at Ayres.

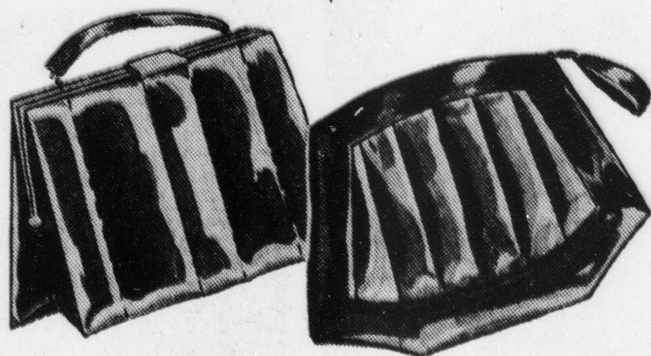
Skirts Are Getting Shorter—  
Your Stockings Must Be Sheer-  
er and Clearer This Spring!

**REAL SILK**  
DeLuxe Chiffon Hose  
**69c**  
(Substandards)

Spring fashion dictates that skirts must be at least 13½ inches from the floor, and that, my dears, means sheerer and clearer silk stockings. Real Silks pass this fashion test both in sheerness and clearness... but added to this you get beauty and long service! In smart new spring shades. Sizes 8½ to 10½.

No Mail or Phone Orders!

—Downstairs at Ayres.



Patent Applied for—  
SPRING BAGS

Patent is back with a bang for spring! The bright shininess of patent is a smart contrast for the darker, duller spring fabrics. Choice of large or small bags in all the new styles. Black, brown, navy, red, gray, green or tan colors in many types.

**\$1.00**

—Downstairs at Ayres.

START WITH  
Skirts 'n' Sweaters

And Build Up a Versatile Wardrobe!

**\$1.98**  
EACH

THE SKIRTS—In all wool flannel, crepe or mixtures. Choice of blue, black, brown, green, checks, or patterns. Pockets, buttons, pleats, gores, are the new fashion features. Sizes 28 to 32.

THE SWEATERS—We've more sweater styles than you can shake a stick at. All-wool zephyrs in plain pastel colors or combination colors. Long or short sleeve styles. Sizes 34 to 40.

—Downstairs at Ayres.



This Stamp\* of Quality Means  
Perfect Fit, Comfort and Long Wear!

\*Wolverine Run-Resist  
Bemberg Slips

**\$1.39**

Wolverine bemberg slips are our best selling bemberg slips because they're run-resisting, with rip-proof seams and shape themselves to your figure. We have five different styles to choose from... Brassiere top, California or straight tailored tops, California or straight lace tops. White, tearose, black or navy colors in group. Sizes 32 to 46 in group.

—Downstairs at Ayres.



Authentic Replicas of

**Paris**  
Hat Fashions

Choose From a Dozen  
Different Spring Styles at

**\$2.49**

Here's Paris at a price! Here's the hat fashions so popular in the fashion centers of the world, and now reproduced by leading American designers at a price you can afford. Choose from twelve different styles in WOOL FELT... Bumper Brims, Bretons, Off-the-Face, Bom-burbs, Sailors, Roll Brims or Tailored brims. Black, brown, gray or navy colors.

—Downstairs at Ayres.

Spring Fashion  
Groundwork Begins With

**CORLISS**  
Junior Shoes

**\$2.99**  
PAIR

Corliss Junior Shoes have taken a pledge for style and smartness and service this spring, and already they've met with instant success. Our varied collection of the new spring styles is fashionably complete for this time of year. They're expressly designed for the growing girl or for the woman who likes to wear youthful and comfortable footwear. Sizes 4 to 9. Widths AAA to C.

Straps  
Oxfords  
Flat Heels  
Military  
Heels

Bucko  
Calf  
Kid  
Patent  
Leather

Black  
Blue  
Grey  
Brown  
Beige

—Downstairs at Ayres.

Tomorrow! A Quintette of  
Advance Spring Styles in

**Betty Shaw**  
Dress Fashions

**\$6.98**  
Never More—  
Never Less—

Here are five exclusive Betty Shaw dress fashions that promise to become spring's star fashions. In this transition period you're looking for a new dress to pick up your jaded spirits, and a style that will be just as smart in the spring as it is now! One of our exclusive new Betty Shaw fashions answers this need in more ways than one... and the price, mind you, is budget-wise.

—Downstairs  
At Ayres.



A. Wide Spaced Satin  
Print ..... \$6.98

Speaking of spaced patterns here's a chic Betty Shaw in black or navy satin with clusters of big florals in bright colors. Sizes 14 to 20.

B. Youthful Half-Size  
Satin Print ..... \$6.98

Black and white or navy and white satin print with changeable V-neckline. The ruching around neckline to beltline is very flattering. Sizes 18½ to 24½.

C. The 3-Way Redingote  
Dress ..... \$6.98

Wear the coat... wear the dress... wear the coat and dress. Navy or black gamsa crepe redingote with floral print dress. Sizes 13 to 17.

E. A Treat in Paper  
Taffeta ..... \$6.98

Paper taffeta in tiny old-fashioned garden print on black or navy ground. Bright nosegay at the low V-neckline. Sizes 12 to 20.

D. Lambskin Print  
Suit Dress ..... \$6.98

With the vogue for suits, the suit dress will be popular this spring. Reversed front on jacket. Aqua, powder, capucine. Sizes 12 to 20.

—Downstairs at Ayres.