

# The "BUY WAY" OF INDIANAPOLIS\* AYRES DOWNSTAIRS STORE

(REGISTERED)



Make 1937 Your Best  
Dressed Year—Start  
With a Colorful and Classic

**Fur-Trimmed  
Sports  
Coat  
\$29.50**

Just to be different than your usual self this spring, start your wardrobe off with a fur trimmed sport 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 swagger styles with gored backs, or with semi-flare skirts, and in the prettiest pastel colors you've ever laid your eyes upon.

**Greys**      **Fleeces**  
**Greens**      **Camel Hairs**  
**Red**          **Fitted Styles**  
**Beige**       **Swagger Styles**  
**Blue**       **Gored Backs**  
**Gold**       **Semi-Flares**

Sizes 12 to 20

—Downstairs at Ayres.

Top:—A lovely bright red fleece, belted casual coat in size 18. Shawl collar of Polar Wolf.

Right:—Gored back style in a flattering grey fleece with face framing collar. Size 12.



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**      **Bucko**      **Black**  
**Oxfords**      **Calf**       **Blue**  
**Flat Heels**      **Kid**       **Grey**  
**Military**      **Patent**      **Brown**  
**Heels**       **Leather**      **Beige**

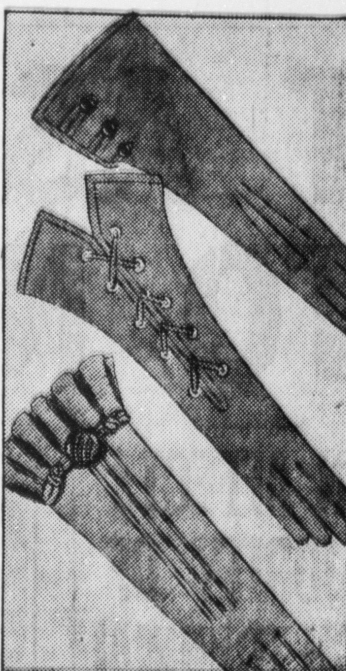
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Tomorrow—We Present an  
All-Star Cast of New

**KAYSER.  
Gloves \$1.00**  
PAIR

Tomorrow the curtain rises on an advance spring showing of Kayser gloves for spring 1937. An all-star cast featuring Kayser's leatherette, basketette and Kayspun fabrics. Plain slippers and novelty styles. A colorful cast of colors including black, brown, navy, gray, crown gold, beige and British tan. Sizes 6 to 7½.

Other Kayser Gloves .....\$1.50  
—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 24 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.

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To Give Fresh Lustre to  
Your Winter Clothes—Wear a

**Shiny  
Straw Hat  
\$2.00**

You can cling for dear life to your dark clothes, but a shiny straw hat at the top of your head proclaims that you know spring is near. And for your new prints or your new man-tailored suits you can find nothing more flattering. Last-minute styles in Brims, Berets, Off-the-face and close fitting types. Veils, flowers, ribbon trims. Black, brown, navy and grey colors.



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**Men's  
Cranbrook Shirts**

Your Shirt Drawer Needs Plenty of  
These Fine Tailored Shirts at

**\$1.19**

Twenty of America's greatest stores pool their resources . . . and buy thousands of these shirts every month. That's why the maker can put so much sound quality in them. Cranbrooks are full cut, and tailored to give perfect fit! Made from a high-count broadcloth that will give unusually long service. In WHITES, PLAIN COLORS, FANCY PATTERNS. Sizes 13½ to 17.



**"Cranbrook" Ties  
55c 2 for \$1**

Hand-tailored ties in a big selection of new spring colors and patterns. Stripes, plaids, checks and all-over patterns.

**'Cranbrook' Socks  
25c Pair**

"Cranbrook" socks come in plaids, checks, stripes or neat figured patterns. The double sole, heel and toe mean service. Sizes 10 to 12. —Downstairs at Ayres.

Headed for Success—  
Gay-Dashing and So New  
They Have No Yesterday!

**Betty Shaw  
DRESS FASHIONS**

Here are a trio of our exclusive Betty Shaw dresses that promise to become spring's star fashions! They're so gay and dashing and youthful that they're at home in any fashion crowd. You'll find that all the Betty Shaw dresses are advance fashions, featuring the new details, weeks in advance. And now that spring is in your thoughts, a new Betty Shaw will make it a reality, in more ways than one.



A. The Spring Classic  
—A Redingote Dress  
**\$6.98**

A spring perennial because it can be worn everywhere. Navy crepe coat with floral print dress. Note all the chic fashion details. Sizes 11 to 17.

B. The Pastel Wool  
Belted Suit Dress  
**\$6.98**

Wear it now under your dark fur coat, later this spring without any coat at all. It's big fashion news because it's a suit dress. Note the gored skirt and pleated pockets. Sizes 14 to 20.

C. A Youthful Half-  
Size Print Dress  
**\$7.98**

Black or navy satin wide spaced floral print dress with pleated sleeves and pleats from neckline to hemline. Trimmed with white buttons for contrast and newness. Sizes 13½ to 24½.

Downstairs at Ayres  
Where Correct Fashions Are Less Expensive!

See  
Page  
21  
For News  
About a  
Thrilling  
Clearance  
SALE!

Tomorrow is the last day for these Final Clearance Sales . . . smashing values in every department. Limited quantities . . . drastically reduced.

Skirts Are Getting Shorter—  
Your Stockings Must Be Sheerer  
and Clearer This Spring!

**REAL SILK  
De Luxe  
Chiffon Hose  
69c**  
(Substandards)

Just In—A Big Assortment of  
Those Popular New Beige Tones!

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 De Luxe chiffon or "Slenda-Fit" chiffons pass this fashion test both in sheerness and clearness . . . but added to this you get beauty and long service! In smart new spring shades including the popular new beige tones. Sizes 8½ to 10½.

No Mail or Phone Orders!

—Downstairs at Ayres.