

# 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      Fleece  
Greens      Camel Hairs  
Red      Fitted Styles  
Beige      Swaggy 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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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 13 1/2 inches from the floor, and that, my dears, means sheerer and clearer silk stockings. Real Silks De Luxe chiffon or "Slender-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 8 1/2 to 10 1/2.

No Mail or Phone Orders!

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

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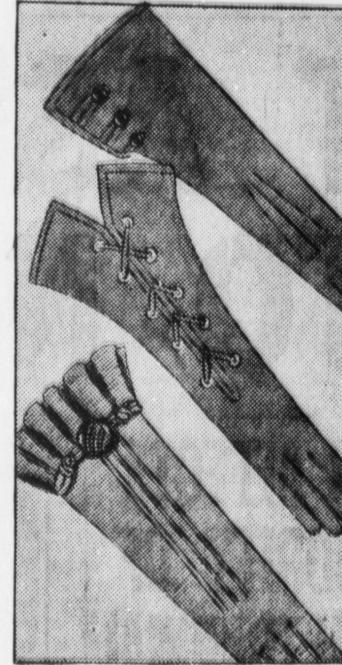
For News  
About a  
Thrilling  
Clearance  
SALE!

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, basketweave and Kayspun fabrics. Plain siloons and novelty styles. A colorful cast of colors including black, brown, navy, gray, crown gold, beige and British tan. Sizes 6 to 7 1/2.

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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**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 18 1/2 to  
24 1/2.

Downstairs at Ayres  
Where Correct Fashions Are Less Expensive!

## 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 tailo  
red to give perfect fit! Made from a high  
count broadcloth that will give unusually  
long service. In WHITES, PLAIN COLORS,  
FANCY PATTERNS. Sizes 13 1/2 to 17.



## "Cranbrook" Ties

**55c 2 for \$1**

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

## "Cranbrook" Socks

**25c Pair**

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

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