

# The "BUY WAY" OF INDIANAPOLIS

## AYRES DOWNSTAIRS STORE

(REGISTERED)



### Very Tricky! A Dress With a Multiple Personality!

## The "5-Way" Dress

—CREPE and PRINT

# \$6.98

#### Have 5 Smart Dresses!

1. Wear it like the Center circle shows!
2. Wear print bolero over the print gilet!
3. Wear without the bolero or the gilet!
4. Wear Print bolero without the gilet!
5. Wear print gilet without the bolero!

Here's dress making magic... you can have 5 dresses for the price of one! A reversible, print-lined BOLERO, and a matching GILET do the trick! This dress with the multiple personality works wonders for your figure and your wardrobe. It's the most versatile dress we've seen... It's at least 5 dresses in one... and YOU can invent other combinations! The crepe comes in black or navy. The print gilet and bolero in contrasting colors.

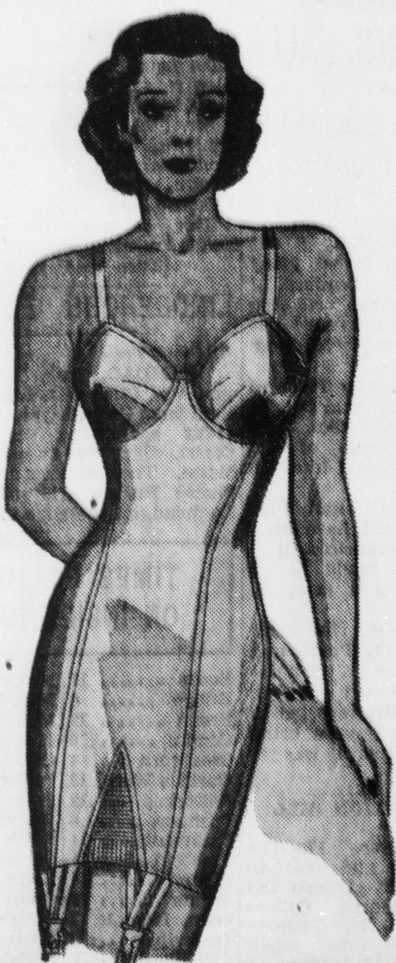
Sizes 11 to 20 and 38 to 44!

—Downstairs at Ayres.

## "KABO"

### Side-Hook Brasselette

# \$2.50



16-Inch Hip Lengths!  
The Price Is Unusually  
Low for a Garment of  
This Style and Quality

Your new suit or dress needs a side-hook brasselette with the 16-inch hip-length feature. This streamlines the hip-line into one continuous line, giving the dress or suit a perfect appearance. Material top with average hip development and bust uplift. Sizes 34 to 40.

"Kaboette" ... \$3.50

A two-way stretch lastex stepin brasselette in plain or detachable panty bottom. For Junior figures. Sizes 32 to 38 in the group.

Brasselette ... \$4.00

Side-hook brasselette with hip lacing and laced inner-belt. A garment designed for the full mature figure. Brocade with swami bust. Sizes 34 to 48.

—Downstairs at Ayres.

## Suits for All

... And All for SUITS—This Season "Suit Yourself" From Our Vast Collection of Every NEW SUIT Type!

All for suits and SUITS for all! Everybody, every fashion magazine has been telling you this is the greatest suit season of them all! It's our business as a store devoted to feminine fashion, to cover this fashion story from every angle. Tomorrow it's our pleasure to help you "Suit Yourself," from a vast collection of every new suit type, and every price line.

#### A. Oatmeal Tweed Tunic Suit \$19.75

Oatmeal tweed with stitched Peter Pan collar and pockets. This comes in grey, beige and dawn blue. Sizes 11 to 19.

#### B. 3-Pc. Jigger Coat Suit \$25.00

The Jigger coat to the suit in checked fleece is all the rage. The 2-pc. dressmaker suit is of fine shetland. Sizes 12, 14, 16.

#### C. Fur-Trimmed Suit \$16.75

A star fashion. The coat has a Tuxedo front and the cuffs are trimmed with wolf. Grey, tan, dawn blue, navy. Sizes 12 to 20.

#### D. Man-Tailored Suit \$10.95

The classic spring fashion. Single button, rolled collar. In flannels, sharkskins, Worsteds, navy, brown, grey, oxford. Sizes 12, 20, 11 to 19.

—Downstairs at Ayres.



—Downstairs at Ayres  
Where Correct  
Fashions Are  
Less Expensive!



The Hat That Is Sweeping the Country! The Famous, New, 1937

## "Six-Way" Hat

# \$2.00

The hat that's gained the fashion headlines from New York to California. The hat you can wear any place, in any company. The hat that's becoming to the junior-miss as well as the mature woman. Wear any one of the six different ways shown here... look smart and pretty! Choice of seven different colors. Headsizes 21½ to 23 in the group.

- Black
- Beige
- Brown
- Green
- Grey
- Navy
- Saddle
- Brown

—Downstairs at Ayres.

Tomorrow We Present the Whole Spring  
Shoe Story... The Hit Styles... Hit Colors... Hit Leathers!

## American Girl SHOES

# \$4.95

PAIR

Kid  
Calf  
Gabardine  
Patent  
Blue  
Grey  
Brown  
Black  
Beige

Tomorrow we're ready with our NEW SPRING 1937 line of famous American Girl shoes. Newer and smarter-than-ever-before styles! New leather treatments in the spring 1937 manner! Colors that are making all the fashion headlines. BUT... you'll find they have the same high standard, quality construction that give them service and comfort features that all you American Girl enthusiasts are crazy about.

Sizes 4 to 9, Widths AAAA to EEE!

—Downstairs at Ayres.



Spanish  
Tan  
Oxfords  
Straps  
Wide Straps  
T-Straps  
Monk Straps  
Pumps  
Plain Pumps