

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

★(REGISTERED)★



Pretty Spring Hats

Fashion Says They're Smartest If They're of Crepe—Taffeta or Straw

Hats this spring are pretty and feminine! They stress the importance of brilliant colors and they're smartest when you wear one in crepe, taffeta, pedaline or isol. And you'll look prettiest in a poke bonnet, a sailor, a brim, a breton, a turban, or off-the-face style. In this selection you'll find all these styles . . . in a headsize for every woman under the April Sun . . . headsizes 22 to 24:

\$2.00

- | | | | |
|---------|---------|---------|-----------|
| • Black | • Grey | • Kelly | • Bonnets |
| • Beige | • Red | • Green | • Sailors |
| • Navy | • Royal | • Brims | • Turbans |

—Downstairs at Ayres.

"Seamprufe" SLIPS

With the Famous 10 Guarantee—Are Outstanding Values

at **\$1.98**



The new 1937 spring styles in Seamprufe slips are in. Choice of lace trimmed or tailored styles in silk crepe. Cut on the bias, California V or straight tops. Teal, white and dark colors. The guarantee—★ "Shoulder—Eze" Adjustable Straps ★ "Fit—Prufe" ★ Style—Prufe ★ Shrink—Prufe ★ Kling—Prufe ★ Value—Prufe ★ Laces—Shift—Prufe ★ Seams Bulk—Prufe ★ Seams Sag—Prufe ★ Seams Rip—Prufe.

Sizes 34 to 44!

—Downstairs at Ayres.



Our Exclusive Group of

CORLISS SPRING SHOES

A Correct Spring Style for Every Costume and for Every Foot!

We're mighty proud of this "CORLISS" SHOE family . . . because we have a shoe in this group for every Spring Costume. The "CORLISS" junior shoes are designed for the needs of the junior-miss. The "CORLISS" style shoe is designed for the needs of the modern woman—The "CORLISS" tarsal arch shoe is designed to give women perfect comfort and fit in the metatarsal arch. Sizes 4 to 9, widths AAA to C.

\$2.99 PAIR

- | | | |
|-----------|-------------|----------------|
| • Pumps | • Gabardine | • Black, Tan |
| • Straps | • Patent | • Brown, Beige |
| • Oxfords | • Kid, Calf | • Navy, Grey |
| • Ties | | |

—Downstairs at Ayres.

Corliss Junior Shoes!
Corliss Style Shoes!
Tarsal Arch Shoes!



Look for The Betty Shaw Label When You're Looking for "Fashion at a Price."

Betty Shaw Spring Fashions

\$6.98

Here are a quartette of our exclusive "BETTY SHAW" dresses that you'll wear and wear until summer comes along! They're so gay and dashing and youthful that they're at home in any fashion crowd. You'll find that's true of all "Betty Shaw" dresses, for they're advance fashions, featuring all the latest details, trends and colors, weeks in advance. Sizes for women, misses and the Junior Miss. 11 to 17 and 14 to 20.

A. White applique on black net for afternoon bridge or dinner with Bill. The belt of green patent is a dash of chic. Size 18 . . . \$6.98

C. Taffeta Redingote of navy over a bright floral print dress. Note the very new and feminine treatment of the redingote sleeves. Size 14 . . . \$6.98

B. Bolero Jacket dress in beige with print blouse that gives the costume variety and chic. This type dress was originally called the "5-Way" dress. Size 11 . . . \$6.98

D. The Redingote dress with coat of same material. A versatile fashion, for spring or anytime. White field flowers and a black patent belt trim this dress. Size 11 . . . \$6.98

—Downstairs at Ayres.

Recommended for All Women Who Have Slim Ankles and Legs!

SLENDA-FIT REAL SILK

De Luxe Chiffon Hose

69c Pair

(Substandards)

"Slenda-Fit" De Luxe Chiffon Hose are made for those women who have unusually slender ankles and legs. They're specially constructed and so knit, at the ankle, in the calf and at the top, to take care of this difficult problem and to insure a smooth and perfect fit at all times. In beautifully sheer chiffons, and in the smartest new spring hoisier colors! Sizes 8½ to 10½.

No Mail or Phone Orders!

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For Your Suit—Toppers and Vestees

Add the Frills and Froth for the Romantic Mood in Fashions!

\$1.00

TOPPERS—add that splash of brilliant color. In plain or floral designs. High necks or V-neck. Also lace toppers in pastel colors. THE VESTEES come in organdy, pique or lace. White, pink or maize colors in a large assortment of styles.

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Jiggers! Toppers! Swaggers! Yes—We Have Them All!

Spring Coats

\$10.95

Jiggers, Semi-Jiggers, Toppers, Swaggers, Reefers and Ballerina styles . . . and we've a grand selection ready for Saturday! Choice of spring's favorite colors, grey, blue, green, shrimp, gold, beige, thistle and black. Sizes 12 to 20 and 11 to 19.

Man-Tailored Suits

These man-tailored suits come in hard-finished worsteds, sharkskins or flannels. Link-button plain back or action back styles in bankers grey, pearl grey, navy and brown. Many of the skirts have pleated front. Sizes 12 to 20 in the group.

\$10.95

Spring Fashion Special!

A Coat and a Suit
Choose a sport coat and a man-tailored suit—both for \$19.95 Or \$10.95 each.

BOTH FOR **\$19.90**

—Downstairs at Ayres.

