

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

REGISTERED

Tomorrow—The Season's Biggest Style Successes—All Value Triumphs!



Sale! Wool Sports Coats

FOR MISSES—Sizes 12 to 20!
FOR WOMEN—Sizes 38 to 46!

Grey
Blue
Shrimp
Brown

\$5.55
EACH

Black
Beige
Green
Gold

*Fleeces! Polo Cloths! Mixtures!
Jiggers! Toppers! Swaggers!
Reefers! Many Fitted Styles!*

Tomorrow—one of our most sensational values... it will pay you well to make a trip downtown... for just 300 lucky women are going to cash in on this Fashion Event!... What style successes they are... brand new wool sport coats, and every one is fully lined! They come in the season's most popular styles... jiggers, toppers, swaggers, reefers and belted styles... the season's most popular materials... fleeces, light weight worsteds, Polo cloths and mixtures! And they come in the most popular colors—grey, blue, brown, shrimp, thistle, black, gold, beige and green. They'll go fast... and no wonder... at only \$5.55... please come early!

—Downstairs at Ayres.



Designed for the "Youthful-Mrs." Who Likes Shirtmakers and Sport Styles!
Washable Spun Rayon Spring Dresses

\$3.98
Sizes 38 to 44

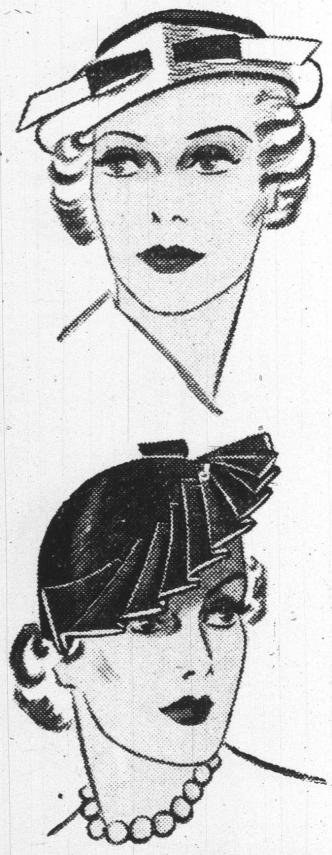
Gloriously new washable spun rayon shirtmakers and sport styles! These dresses are ideal for immediate wear, summer and vacations, too! Delectable, lively styles in one or two-piece styles in assorted novelty prints on light backgrounds, dark coin dots on light grounds, polka dots on navy and light backgrounds. Choose yours tomorrow in the size you wear.

Other "Youthful-Mrs."
Spring Dress Fashions

Sheers, crepes, alpacas and prints in a great assortment of the season's successful colors and styles. Sizes 38 to 52 and 16½ to 24½.

\$7.98

—Downstairs at Ayres.



For Every Day in the Week—and Every Activity on Your Calendar—

"Youthful-Mrs."
Straw Classics

\$2.00

These Pedaline straws will take you smartly wherever you want to go, day in and day out, and for every activity on your calendar! This group of "Youthful-Mrs." hat fashions is keyed for chic and success this spring and summer! Choose from the three most important colors—black, navy and brown... choose from breton, brims, berets and muffin types. Head sizes 22, 23 and 24.

Navy
Brown
Black
Brim
Breton
Berets
Muffins
Large Brims
Flower
Trims
Ribbon
Trims

—Downstairs at Ayres.

Made Larger at Calf and Hems to Give Better Fit!
Substandards of
REAL SILK
Outsize Stockings
79c Pair

De Luxe Styles in Chiffons or Service Weight!

Real Silk De Luxe outsize hose are specially constructed through the calf, at hem and ankles to give a perfect fit! Every pair is full-fashioned and 4-thread construction to give the maximum amount of service. Our assortment is complete in sizes 9½ to 10½. Choose a pair in one of the new spring colors.

Please, No Mail or Phone Orders!

—Downstairs at Ayres.



\$1
Pair
Jumbo Curtains

Extra Widths
For Extra Fullness
Full 94 Inches Wide

Jumbo curtains solve the problem for that hard-to-fit window. Choice of two size dots, pin or cushion dots, in cream color. Each is 47 inches wide and 2½ yards long.

—Downstairs at Ayres.

Sturdy Seams—Rip-Prufe and Sag-Prufe Tell the Success Story for These

"Seamprufe"
SLIPS

FOR WOMEN WHO WEAR
SIZES 44 to 52!

\$1.98

Sturdy seams along with the famous 10 star Seamprufe guarantee on every slip spell the success story for these slips, 365 days a year! For the woman who wears a slip in size 44 to 52 a "Seamprufe" is just about unbeatable for service and fit. In 4-gore or bias cut styles... in tailored or lace trimmed styles with seam-to-seam shadow panel. Tearose, white and dark colors.

10★ "Seamprufe" Guarantee!

- ★ "Shoulder-Eze" Adjustable Straps
- ★ Fit-Prufe
- ★ Style-Prufe
- ★ Shrink-Prufe
- ★ Kling-Prufe
- ★ Value-Prufe

- ★ Seamprufe Laces Shift-Prufe
- ★ Seamprufe Seams Bulk-Prufe
- ★ Seamprufe Seams Sag-Prufe
- ★ Seamprufe Seams Rip-Prufe

—Downstairs at Ayres.



When You Shop for Style—and Discover Comfort—You've Found

American Girl
Cushioned Comfort Shoes

Designed Expressly for the Woman Who Wears "Youthful-Mrs." Fashions!

\$4.95
PAIR

Only American Girl shoes have cushioned comfort, the exclusive feature that brings new ease and grace to walking... and the exclusive construction features means added support without subtracting style. Spring 1937 brings you the smartest American Girl Shoe styles... and the color and leather assortment is new and different. Sizes 4 to 9, widths AAA to EEE!

Kid Blue Pumps
Calf Black Straps
Patent Brown T-Straps
Gabardine Tan Ties
Oxfords Med. Heels

—Downstairs at Ayres.

