

# The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

\* (REGISTERED)

## FRIDAY! Exciting Values for Careful Shoppers

Reduced for Clearance!

100 Women's and Misses'

### Sport Coats

\$5.00 EACH

- Swagger Styles!
- Fitted Styles!
- Jigger Types!
- Sizes 12 to 20!

- Black • Navy • Shrimp
- Gold • Beige • Green
- Light Blue • Tan!

Last call for one of those smart sport coats you've been wanting all spring long. Just 100 coats in the group, and they'll go fast because of the sensational low price and because of their fashion importance. Choice of three smart styles in eight different colors. Not every color in every style or size.

—Downstairs at Ayres.



For the "Junior-Miss" Who Likes a Tailored Dress—These Styles Are Just What You Ordered!

### Washable Summer Dresses

of "Wanda Shantung Crepe" and "Aqua-Sec" Processed \*

Sizes  
11 to 17

\$3.98 EACH



In 10 Pastel Shades! In Two Important Styles!

For just \$3.98—every "Junior-Miss" in Indianapolis can keep cool and chic all summer long in one of these washable summer frocks of "Wanda Shantung Crepe"! The ideal dress for street, for sports, for office and vacation wear because it's washable and because the material in it is "AQUA-SEC" processed . . . water repellent, won't spot from rain and perspiration proofed, as the label on each dress indicates.

—Downstairs at Ayres.

- Natural
- White
- Chamoise
- Carrot
- Black
- Strawberry
- Turquoise
- Blue
- Luggage
- Navy

Tomorrow—A New Shipment of  
"GONE WITH THE WIND" SHEERS

\$1.98



16 Gores in  
This Perfect  
Circle Skirt!

Sizes  
12 to 18

—A Simple Frock That Captures All the Precious Charm of America's Best Selling Novel!

For the first time in weeks we're able to offer you this leading fashion, and this time in a lovely cotton sheer. The 16 gore skirt, with its full sweep, fits smoothly over the hips . . . then flares into a swirling circle! Shiny patent belt . . . and pert twin buttons. Choose one of these inspired dresses in a big choice of colors.

Mail or Phone Your Order!

—Downstairs at Ayres.

### "Swing With the Wind"

#### Girls' Sheer Dresses

\$1.15

With the Perfect Circle Gored Skirt!

One of the fastest selling girls' dress fashions in the country today! These sheer dresses come in novelty prints in many colors and patterns. The skirt is made with 14 gores, forming a perfect circle. Buy one in each of the several patterns.

Sizes 7 to 14!

—Downstairs at Ayres.



Unequalled So Far This Season  
For Value and Fashion Importance!

### One Day Sale!

### Summer Hats

\$1.00  
EACH



Tomorrow we present a one-day sale of summer straws, unequalled so far this season for value and fashion importance! BIMS, PEACH BASKETS, BUMPER BRIMS, BONNETS, OFF-THE-FACE, FLOPS, SWAGGERS with pique, ribbon, flower and veil trims. Many have chiffon streamers! BLACK, BROWN, NAVY, COPEN, HARNESS, BEIGE and WHITE.

—Downstairs at Ayres.

Pedaline and Sisal Straws  
in Choice of Many Styles and  
Colors . . . Amazing Values at \$1

For Friday Only a Very Exciting Event!

### SALE! 2,000 Pairs Women's Pure Silk Stockings

(Irregulars)

29c  
PAIR

4 Pairs  
for \$1

Imagine . . . a pure silk stocking selling in a sale for only 29c! But we accomplished the near impossible and offer for Friday only 2000 pairs at this one-day sale price! These stockings have elastic hemmed top, seamed back, fashion marks and are fully reinforced at top and in foot with lisle. Sizes 8 1/2 to 10 1/2. In 5 smart shades.

#### Women's Mesh Stockings, Pr.

A pure silk mesh hose with hemmed top and seamed back. In sizes 8 1/2 to 10 1/2. In 5 smart shades. 3 pair for \$1.00.

39c

#### Children's Cotton Anklets

Children's anklet socks with plain foot and contrasting colored, close fitting cuff. Irregulars.

10c  
Pr.

—Downstairs at Ayres.

Already the Cry Is "White"—Tomorrow We're Ready With This Special Selling of 2,100 Pairs of Brand New

### White Summer Shoes

- White Nu-Buck
- White Sandals
- White Pumps

- White Straps
- White Oxfords
- White Ties

- Medium Heels
- Low Heels
- High Heels

\$1.99  
PAIR



Maytime is white shoe time . . . and it's high time for you to choose your white shoes! This special, selling of 2100 pairs of brand new white shoes solves your problem for summer 1937. Choose from sport styles, dress styles, designed for women, misses and the junior miss. And the selection is complete, and affords you a selection large enough to suit any taste. Sizes 3 1/2 to 9, AAA to C.

—Downstairs at Ayres



### Exciting Values for Friday!

### Women's Novelty Weave Rayon Undies

6 for \$1.00

Stock up at this low price . . . plain novelty weave rayon panties, briefs, stepins or bloomers with elastic run at waist and plain tailoring at knee. Sizes 27 to 29. Tearose color.

Women's Cotton Union Suits 3 for Cotton knit union suits with built up shoulders and tight knee. Reinforced stride. \$1.00 Sizes 36 to 44.

Women's Cotton Slips . . . 3 for Cotton slips with built up shoulders and hemstitched finish. Swinging panel front. \$1.00 Sizes 36 to 52. White only!

—Downstairs at Ayres