



AYRES • DOWNSTAIRS • STORE

SUMMER STORE HOURS: Daily, 9:30 to 5:00 Saturday 9:30 to 1:00

★ THE "BUY-WAY" OF INDIANAPOLIS

★ (REGISTERED)

Tomorrow at 9:30! We Present the New Coat Fashions of 1937-38 in Our

Annual August Selling of Fur-Trimmed Coats

• For First Chance at the New Fashions Choose Now!

• For the Pick of the Furs Used in Trimming Choose Now!

• Two Convenient Extended Payment Plans Are Now Available!★

Definitely, quite definitely there's a new silhouette this fall. It's more graceful, more restrained, more refined in detail. Fitted lines are important—with the waistline normal. Coats cut on swagger lines show only enough back fullness to afford a graceful swing. Sleeves are extended at the shoulders with a squared or boxy effect, much simpler than last year. Skirts are straighter and shorter. There's a new feeling to the fabrics, smoother, softer and more drapable. There's a more skillful manipulation of the furs with more rounded or pointed collars. Some of the coats show fur cuffs, others have fur banding coming all the way down the front. And BLACK will star, because it's fashion's favorite color this season. So, tomorrow, we're thrilled to present these new coat fashions, in a complete array of styles and sizes for every woman.

at \$38.00

CHOOSE FROM FUR-TRIMMED DRESS OR SPORTS COATS with the new swagger or fitted silhouette. Collars of squirrel, Caracul, French Beaver (dyed rabbit), Skunk, Dyed Squirrel, Persian, Mountain Sable (Bassarick), Natural Fitch and Jap Coon (dyed Asiatic Dog). Materials in nubby rough surface woolens, Fleeces, Tweeds and Commodo Boucles. Colors: BLACK, green, brown and grey. Sizes 12 to 20, 9 to 17 and 35 to 45 in the group.

at \$28.00

CHOOSE FROM FUR-TRIMMED DRESS OR SPORT COATS—A grand selection of styles, colors and materials. Collars of Grey Fox, Vicuna, Fitch, Caracul, Dyed Squirrel, Marmot and Fox Paws. Sizes 12 to 20 and 13 to 17 in the group.

at \$48.00

CHOOSE FROM A GROUP OF ENDURING FUR-TRIMMED DRESS COATS in rough surface and nubby woolens. Collars of Mountain Sable (Bassarick), Badger, Silvered Fox (dyed to resemble silver fox), Jap Coon (dyed Asiatic Dog), Caracul, Dyed Blue Fox and Pieced Persian. Sizes 12 to 20 and 13 to 17.

at \$22.95

CHOOSE FROM FUR-TRIMMED SPORTS COATS—For active daytime wear one of these new sport coats is hard to beat. Made of a warm wool fleece and trimmed with a collar of Indian Raccoon (goat). Grey, green, brown, wine and beige colors. Sizes 12 to 20.

★ Two Easy Methods of Buying Your Coat

Payment Plan No. 1—Ayres' Long-Term Layaway plan. Small down payment, balance in small payments until coat is paid for in full, next October or November.

Payment Plan No. 2—Charge your fur coat to your October bill. Payable by November the first. In the meantime your fur coat will be stored without cost to you.

—Downstairs at Ayres.

Downstairs at Ayres
Where Correct Fashions
Are Less Expensive!

For Quality-Wise, Style-Wise Homes!

An Important Sale

Exquisite Tailored
Bedspreads

1/3 OFF
of Regular Selling Price!

Reg. Price \$3.98, Sale Price \$2.65
Reg. Price \$4.98, Sale Price \$3.32
Reg. Price \$5.95, Sale Price \$3.97
Reg. Price \$7.95, Sale Price \$5.30
Reg. Price \$10.00, Sale Price \$6.67
Reg. Price \$15.00, Sale Price \$10.00

Tomorrow we continue this unusual sale of fine tailored bedspreads at ONE-THIRD OFF the regular selling price. In the group you'll find such famous qualities as fine Rayon Faile Taffetas, Celanese Taffetas, in plain, trapunto and embroidered quilted patterns. A limited number of spreads included in this sale, so hurry down for the cream of the lot.

—Downstairs at Ayres.

1800 Dresses in This Group. Manufacturer's Close-Outs and Discontinued Styles of "Fruit of the Loom" Frocks.

- Sheers!
- Prints!
- Checks!
- Stripes!
- Florals!
- Tailored Types!
- Dressy Types!

77 C
EACH

Formerly Sold in
Our Stock for
\$1.29 Each.

at \$1.29
EACH

Formerly Sold for \$1.98!

For the next few days' selling, thousands of Indianapolis women are going to "cash in" on an unrivaled wash dress event. We've taken a group of 1800 higher-priced wash cottons, and gave them a whacking big reduction. This includes many, many discontinued styles of our famous "Fruit of the Loom" cotton daytime dresses. All sizes, styles, patterns and colors in the group, from 14 to 20 and 38 to 46, but not every style in each size. Come early, for first choice of the best styles and colors.

- Sport Types!
- Piques!
- Linenes!
- Voiles!
- Short Sleeves!
- Sleeveless!
- Sunbacks!

at \$1.49

Formerly Sold for \$3.00!

200 better daytime cottons in this group in swiss, broadcloths, piques, 80-squares, sheers and prints. Dark colors, pastels, whites with exciting trims and details. Sport styles or dress styles in sizes 14 to 46. But not every style in each size.

at \$1.69
EACH

Formerly Sold for \$3.00!

400 exciting daytime cottons including many famous "Dolly Low" dresses. Here you'll find linens, piques, eyelets, sheers and prints in sizes 14 to 46, but not every style in each size.

—Downstairs at Ayres.

Sizes
81x99
72x99
63x99
98c
EACH

Get your share of the savings offered during this special August Selling of "Envoy" Sheets. Choice of three popular sizes with straight torn hem. Full 64 thread count . . . that means long service for you. Bleached a pure white. We've sold thousands and thousands of these sheets, and thousands of customers have found that these sheets give all the service that we say they have.

★ August Sale!

Hollywood Gauze Panels

88c
EACH

Very sheer Hollywood Gauze panels can be used in most any interior home furnishings scheme and for any type window, one or two to a window. Beautiful panels, 44 inches wide, 21-6 yards long. Each side hemmed and they have a headed top, ready to hang. Regularly \$1.19 each.

—Downstairs at Ayres.