

# The "BUY WAY" of Indianapolis

## AYRES DOWNSTAIRS STORE

(REGISTERED)



Make 1938 Your Best Dressed Year—Start With a Casual Classic . . .

### Fur-Trimmed Sports Coats

A A spring classic in beige, trimmed with a dark brown French Beaver (rabbit) collar! The back has a gathered in effect at waistline to give a blouse effect. A size 12 ..... \$16.75

B Put gold back into circulation . . . wear this gold fleece trimmed with a light fox paw collar. A smart swagger type, good from now on. A size 15 ..... \$16.75

C A new shade called strawberry, trimmed with a light colored detachable collar of Manchurian Wolf. Swagger type with inverted pleats in back. A size 16 ..... \$16.75

**\$16.75**

PLAN TO BE DIFFERENT than your usual self this spring! Start your wardrobe off with a fur-trimmed sports coat as colorful as a circus parade, but practical as all classic fashions are! New swagger, boxy, fitted or wraparound types trimmed with Vicuna, Manchurian Wolf, Fox Paw or French Beaver (dyed rabbit). Colors in beige, strawberry, gold, grey or dawn blue. Sizes 12 to 20 and 18 to 17.

—Downstairs at Ayres.

Finish the Winter and Start Spring in  
**CORLISS**  
Tarsal-Arch Shoes  
Junior Shoes and  
Corliss Style Shoes

**\$3.50**  
PAIR

Step into a pair of "Corliss" shoes and you step into chic! Our selection of these famous shoes is at its peak right now! Such headline fashions as gabardine, suede or kid with new 1938 details and lines. In all the new colors, too, black, brown, navy or that subtle new roseberry shade that makes your foot look graceful as a fairy tale. Sizes 3 1/2 to 9, widths AAA to B.

• Black Gabardine! • Black Suede! • Straps!  
• Navy Gabardine! • Brown Suede! • Ties!  
• Gabardine and • Kid in Black, • Pumps!  
• Patent! • Brown, Navy • Oxfords!  
• Kid! • and colors! • Sandals!

—Downstairs at Ayres.

### CHILDREN'S and BOYS' SHOES

**\$1.99**  
PAIR

Made With These Outstanding Service Features!

1. Lasted Heel Seats
2. Chrome Re-Tanned, Water Resistant Soles
3. Flexible Leather Insoles
4. No Wire Staples
5. Easily Re-Soled
6. Sizes 8 1/2 to 12, and 8 1/2 to big 3! A to D!

—Downstairs at Ayres.



Now Under Your Fur or Sport Coat—Later on as a Solo for Spring . . .

**Man-Tailored SUITS \$10.95**

- Flannels!
- Plain Backs!
- Wool Worsts!
- Action Backs!

Magnificently tailored of men's wear flannels or wool worsteds. Link button action back or link button plain back style in Grey, Bankers, Cambridge, Brown, Navy and Oxford. Sizes 12 to 44.

—Downstairs at Ayres.



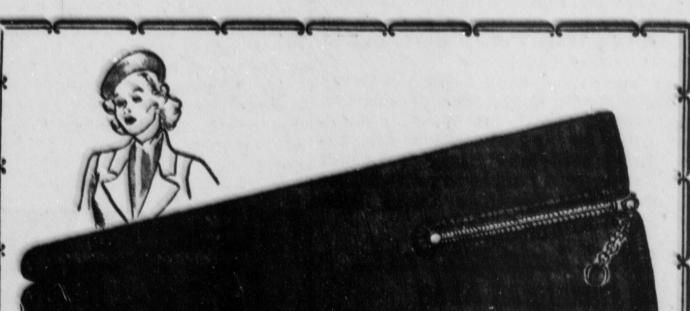
Bright Color to Light Your Profile! Paris Sponsors Vivid Colors On

### Sprightly Turbans OF SOFT RAYON JERSEY

**\$2.00**

- Black!
- Navy!
- Brown!
- Kelly!
- Royal Blue!
- Terra-cotta!

—Downstairs at Ayres.



The Paris Dictum—"Flattery for You in Romantic Boleros"

**\$6.98**  
EACH

A navy blue bolero dress with bright floral print blouse. Note the soft draped neckline and the slimming effect of the bolero. A size 14 ..... \$6.98

B A direct hit for navy blue again with the short bolero jacket trimmed with white and gold bead design. The same motif is carried on the wide belt. A size 16 at ..... \$6.98

C Three cheers for the navy in this bolero dress with spaced floral print blouse and loop the loop print trim on bolero. A size 16 in a rayon alpaca ..... \$6.98

PLAY THE BOLERO tune and be in harmony with fashion—look younger—be gayer in one of the NEW, SHORTER bolero dresses. For boleros are the order of the day, as such figure flattering fashion should be. We have a grand selection to wear right now and to greet April and May. Navy blues with dashes of print or bead embroidery . . . black bolero dresses stirred up with print or white scroll work or lingerie. One style comes in beige or aqua in a soft rayon wool. Sizes 11 to 17 and 12 to 20 in the group!

—Downstairs at Ayres.

Sure— You'll Find Just the Slip You Want at \$1.00!

### Dozens of Styles in Silk or Rayon

### SLIPS

At **\$1.00**  
EACH



1. Silk Crepe!
2. Pigment Crepe!
3. Rayon Taffeta!
4. Rayon Taffash!
5. Brocade Rayon!
6. Lace Styles!
7. Tailored Styles
8. and Built-Up Shoulder Styles!

Whatever kind of slip you like, you'll surely be able to find it here in this great assortment at \$1.00 each! Choice of rayon or pure silk crepes in 4-gore or bias cut styles. Sizes 34 to 44 in the group. Tea rose only!

—Downstairs at Ayres.

★ "I Like Their Beauty and Quality," Said a Smart Woman About Town!

★ "I Like The Way They Wear," Said a Very Busy Housewife!

★ "I Like the Thrifty Low Price," Said a Business Girl!

**SUBSTANDARDS OF REAL SILK De Luxe Chiffon Hose**

**69c**  
PAIR

Women in every walk of life wear our substandards of "Real Silk" De Luxe Chiffon Hose! For they know a hosiery value when they see one. De Luxe chiffon is sheer, beautiful and they give the most marvelous service imaginable. In all the newest hosiery shades to wear with beige, black, navy or prints. Sizes 8 1/2 to 10.

—Downstairs at Ayres.

Please, No Mail or Phone Orders!

### ... and Dozens of Other Styles in Kayser Spring Gloves

### KAYSER Zipper Gloves

A Plain Slip on of "Kayspun" Fabric

**\$1.00**  
PAIR

Now KAYSER brings you a new spring glove, called "Flash," made with a zipper, to slip on and off in a second. These new zipper gloves are all the rage from coast to coast, and they're styled as only Kayser can style them . . . in washable "Kayspun" fabrics. In choice of black, navy, brown, beige and grey. Sizes 6 to 7 1/2.

... and Dozens of Other Styles in

### Kayser Spring Gloves

Just arrived . . . all the latest spring styles from Kayser! Choose from "Baskette" or "Kayspun" with leather trim, "Leatherette" fabric with hand-whipped trim and the "Leatherette" with the new palmside trim. Sizes 6 to 7 1/2. All colors.

Others at \$1.50

—Downstairs at Ayres.