

L.S.AYRES & Co.

Sale and Demonstration

Wizard Products

Wizard Furniture and Floor Polish

This is made for the finest varnish finishes. Fine enough to use on the piano—cheap enough to use on floors.

Four-ounce size, 25¢ | One quart, \$1.00
Twelve-ounce size, 50¢ | One-half gallon, \$1.75



Wizard Liquid Wax

This is especially adapted for use on pianos, Victrolas, furniture, woodwork, automobiles, etc.

Eight-ounce size, 50¢. Sixteen-ounce size, 75¢. Thirty-two-ounce size, \$1.40.

Wizard Wax (Paste Form)

Is especially adapted for polishing floors, linoleum, tile, etc. The only difference between Wizard wax paste and Wizard liquid wax is that one is liquid and the other is in solid form.

5½-ounce size, 35¢. One pint, 75¢. One quart, \$1.00.

Special for Thursday

One Wizard triangle polish mop and one bottle of Wizard polish for \$1.34. —Ayres—Basement.

Sanitas Luncheon Sets

Sanitas luncheon sets, rounds and squares, seem to be addicted to a changing of patterns and colorings with each shipment. The new spring designs are more delightful than ever, even to their variety of shapes.

For the breakfast, for the luncheon, for use on the brightly painted table, you will find no service of small expense so utterly artistic and practical.

Thirteen-piece sets, in blue and white, \$1.59.

Five-piece sets, oval doilies and round centerpieces; black, green and coral decorations, \$1.89.

Five-piece sets in green, orange and blue, \$1.69.

Seven-piece sets, to serve six persons, consist of a six-sided centerpiece and six six-sided rectangular doilies; different colorings, \$2.50.

Five-piece sets, in round and rectangular types; simple, colorful designs, \$1.75.

Seven-piece oval-shaped sets, \$2.50.

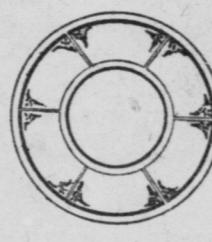
\$1.50, \$1.59, \$1.69, \$1.75, \$1.89, \$1.95, \$2.25 and \$2.50.

Full Covers, Round and Square

Forty-eight-inch diameter rounds, prettily decorated, \$3.25.

Fifty-four-inch rounds and squares, \$2.95 and \$3.39.

—Ayres—Second floor.



In Which a Pretty Hat

Presents Itself at \$5

It isn't milady of chic to wear an unbecoming hat on spring days of uncertain weather—mostly rain—any more than it is milady of care to risk her more costly bonnets. Women of both traits need do neither in view of the fact that pretty, trim, stylish hats may be bought for as little as \$5.00.

Evidence is abundant in the Ayres Millinery section, where tricornes, rolled sailors, high-front effects and a variety of other types are represented in striking assortments.

Straw and fabric combinations are balanced by models of all straw; in colors of black, brown, navy blue and Copenhagen blue. These are hats of true chic.

—Ayres—Second floor.

Airy New CURTAINS

Will Refreshen Your Home for Spring

And these, we are offering, are especially attractive in price. Of course, the curtains themselves, in their immaculate whiteness and creamy ecru, were tempting at regular pricings.

Marquisette curtains in ecru tone, neatly hemstitched. Special, \$2.50 the pair.

Plain filet lace curtains with lace edges. In white, special, \$2.50 the pair.

Cable-net lace curtains, double strength, with lock stitch edges; very dainty patterns. White only. Special, \$3.95 the pair.

—Ayres—Fourth floor.

An Announcement of Delight to Sewers

EMBROIDERIES
Specially Priced

For Corset Covers

At 29¢ the yard, one lot of cambric embroideries for corset covers. Also a lot of cambric flounceings and edges, suitable for trimming petticoats, for camisoles and undergarments.

Swiss and Nainsook Edges

At 3¢ the yard, dainty little swiss and nainsook edges, suitable for trimming children's wearables.

Colors on Crepe

At 5¢ the yard, one lot of crepe edges in white, embroidered in colors—pink, blue and brown; suitable for trimming collars and cuffs and blouses.

—Ayres—Street floor.

Open Daily
at 8:30

L.S.AYRES & Co.

Close Daily
at 5:30

In the Basement Garment Shop

A Ready-to-Wear Selling Event

Offering Values That Can Not Be Exaggerated

For these unquestionably stylish—variously stylish—well-made garments of fine quality fabrics, we, of course, paid a small price; and at that we were able to get them after exerting our buying power to its final strength.

But the price we are placing upon these splendid garments is really most extraordinary. Our margin of profit is negligible, very particularly on the coats and suits. Now, let your eyes drop to the price!

Nearly Two Hundred \$35.00
Garments in All

COATS



Beautiful spring coats at \$35.00! Is it not remarkable, unbelievable? But here they are—and the most closely-marked of all the garments.

Deep, soft, light weight fine Bolivia, full length, unusually smart styles, finely finished with embroidered arrowheads; lined throughout with soft printed satin.

Camelhair and polo cloth coats, long, three-quarter and sports lengths, in several chic modes, some belted. Also lined with pretty, durable silks and satins.

Colors are tans, green, brown and odd, attractive shades of blue.

Surely, if you have not a spring coat, you can not afford to miss this sale—but come early; a few more than fifty such coats won't last long.

SUITS

Tricotines and Poiret twills, the very best in point of style that a woman can wear this season, and a mighty good quality, too. And these at \$35.00!

Navy blue and black, ripple-tail models, semi-fitted, straight-line effects, panel-back styles;

these and others, trimmed with braid, tuckings, embroidered arrowheads, applied self-folds,

bone buttons. Also novelty checks, blue and black, blue and brown, taupe and brown, black and white. All suits are silk lined in fancy printings. Great bargains, indeed!

FROCKS

Silk and wool, which, to be exact, covers tricotette, kitten's ear satin, beaded George, taffeta and tricotine in navy blue. Another \$35.00 item that offers positive opportunity to Indianapolis women.

Their styles are so various that to list them would be going over an abridged dictionary of the whole spring offerings of frock styles. Hardly less.

The navy blue tricotines, besides being in straight line, simple effects are obtainable also in the youthful Eton modification.

The silk, printed and in navy or Pekin blue, taupe and black, are in bouffant and distended hips, fashionably draped effects, straight line with short skirts and short sleeves.



From Small Sizes Through the Range to 46.

Thursday is Your Red Letter Day for Shopping

—Ayres—Basement.

Our First Big 1920 Sale of Well-Known Toilet Articles

Especially Featuring Face Creams and Complexion Preparations

Miro-Dena Eleasia Ideal Face Powder, 50¢ the Box
It has a delightfully exquisite odor, all that its name implies—it is truly ideal.
Miro-Dena vegetable rouge, 50¢.
Miro-Dena violet talcum, 25¢.
This favorite talcum may be had in Muguet and Eleasia Ideal also, at 25¢.
Miro-Dena liquid powder, \$1.25.
The Muguet face powder, \$1.50.
Rose Nouvelle, \$1.50. Skin Food, \$1.25.
Toilet goods—Street floor.

The reason for this sale lies in the fact that we have planned this to be the busiest March in the history of the Ayres store. That means that we must do an increased business in this particular department. We have the merchandise in sufficient quantities, and we believe that you will agree with us that these prices ought to "turn the trick."

The Sale Begins Thursday Morning at 8:30
and Will Continue for Three Days

Harriet Hubbard Ayer's "Luxuria"

The Great Skin Cleanser
Luxuria was created especially for those who motor. Dust and wind are always damaging to one's complexion—without the use of a preventive, the skin becomes rough and harsh.

Use Luxuria before you start on a motor trip—use it at the end of the trip and you will be delighted with the soft velvetyness of your complexion, 65¢ the jar.

Toilet Goods—Street floor.

For the Men
At 25¢, three cakes of Armour's shaving soap.
At 19¢ is Olivia after-shaving lotion.
At 35¢, Hess' famous vanishing cream.
At 10¢, three cakes of Colgate's shaving soap.
At 24¢ is Colgate's shaving powder.
At 65¢ is Williams' Aqua Velva cream.
At 19¢ is witch-hazel.

If it Rains
Phone
Your
Order

The Twentieth Century
"Princess" Cold Cream
At 65¢, \$1.25 and \$3.25 the Jar.

Considered by many one of the finest cold creams in use. Its use will transform a muddy complexion to one of beauty and charm.

By its use, you may soon rid yourself of those unsightly blackheads. It cleanses the skin and makes it glow with blood health and by so doing has brought happiness to many women.

Toilet goods—Street floor.

Face Powders
At 25¢, genuine rice powder.
At 19¢, Radonna face powder.
At 19¢, Sylvan face powder.
At 75¢, Mary Garden face powder.
At 39¢, Danse face powder.
At 15¢, Abonita face powder.

Tokalon Beauty Packages

And "My Beauty Secrets"

Both for Only, 40¢.
The Beauty Package contains Eau De Jesper, Santone, Poudre Fascination, Poudre Patalias, Poudre Sepalio and Creme Tokalon soap—six splendid toilet preparations, together with "My Beauty Secrets," a complete course of instruction, on how to have a beautiful complexion. Surely a wonderful value at the price, 40¢.

Toilet goods—Street floor.

Hair Tonics and Shampoos
At 39¢ is Cain's hair wash.
At 39¢ is Olivia shampoo.
At 39¢ is Herpicide.
At 39¢ is Quinine hair tonic.

Boncilla Beautifiers
Ever a Friend to Womankind
These preparations not only help you to acquire a lovely complexion, but will help you to keep it so.

Boncilla beautifier, \$1.39. Not merely a cream, but a skin food. Routs the wrinkles and gives the skin a velvety softness.

Boncilla vanishing cream, 39¢. The ideal cream to use before applying powder.

Boncilla face powder, 39¢. A delightful odor, white, flesh, pink and brunette.

Boncilla talcum, 25¢. Toilet goods—Street floor.

Face Creams and Lotions

At 20¢ the tube, Woodbury's facial creams.
At 39¢ is Creme de Meridior.
At 26¢, Jergen's face lotion.

At 39¢, Hess's cold and vanishing cream.

At 29¢ is Hess's good lotion.

At 39¢ is Boncilla cold or vanishing cream.

At \$1.39 is Boncilla cold or vanishing cream.

At 39¢ is Naomi cold or vanishing cream.

At 39¢ is Palmolive cold or vanishing cream.

At 25¢, three cakes of Woodbury's Facial soap.

At 85¢ the dozen cakes, Auditorium bath soap.

At 4¢ the cake is Lanolin, pink bath, lavender and cocoa castile soaps.

At 29¢, two bars of Stork castile soap.

At 50¢, four cakes of Certified witch-hazel soap.

At 50¢, three cakes of Woodbury's Facial soap.

At 85¢ the dozen cakes, Auditorium bath soap.

At 45¢ is Djer-Kiss rouge.

At 35¢ is Levy's rouge.

At 45¢ is Dorine rouge.

At 39¢ is Mary Garden rouge.

At 45¢ is Dorine compact.

Toilet Waters

At 45¢ is Jap Rose talcum.

At 65¢ is La Zelle's sweet pea, honeysuckle or massata talcum.

At 15¢ is Mennen's violet talcum.

At 15¢ is Squibb's talcum.

At 12¢ is Sylvan talcum.

At 19¢ is Baby Balm.

Toilet Soaps

At 6¢ is Sweetheart toilet soap.

At 85¢ the dozen is Venetian bath soap.

At 90¢ the dozen, Stern's hardwater soap.