

Here is a page of more 54th Anniversary Sale values. Each item represents months of planning, and days of careful shopping in the best markets of the country—Ayres' standard merchandise purchased in quantities—to sell at prices lower than you expect to pay. Many markets were sifted

to bring you the best values obtainable in wearing apparel and household needs. Choose now from these values of such compelling interest. We invite mail order customers to share in this sale—old customers and new—take advantage of your opportunities!

# DOWNSTAIRS AT AYRES 1872 ANNIVERSARY SALE 1926

## 54th Anniversary Sale of Women's Smart Low Shoes

The Pair

**\$2.95**

Purchased specially from high grade manufacturers who co-operated with us in celebrating our Anniversary Sale.

In the most fashionable of patterns and leathers; straps, oxfords and pumps; patent, kid, calfskin; a complete size range.

## 54th Anniversary Sale of Children's High Shoes, Pair, **\$1.15**

Stitched down lace high shoes built on good last, blucher style, flexible sole—dependable wearing qualities in patent, tan and smoked elk.

## 54th Anniversary Sale of 300 Winter Frocks for Women

**\$2.95**

A special 54th Anniversary sale feature in the house dress department. These are important values, obtainable through an extremely special purchase. Materials include all wool jerseys, balbriggans, flannel finish serges. Pleated, paneled, draped and yarn embroidery trimmed. Sizes 15 to 44.

Henna, Tan, Brown, Blue, Navy, Rose

## 54th Anniversary Sale of Hoover Aprons for Women Featured at 89c

Wanted colors in tub-fab gingham. Cut full and well tailored, one pocket, long or short collar; in white, also blue, green, lavender, tan and pink, with white collars. Sizes 36 to 52.

## 54th Anniversary Sale of Women's Outing Flannel Gowns

Ten styles offered in the garments of this group; extra large sizes; pink and blue striped and all white; yoke, V and round neck, neatly tailored. Regular and extra sizes.

**Women's Bloomers, 79c**

Striped sateen, full cut double elastic at knee; reinforced; rose, white and tan and honey. Sizes 36 to 42.

## Women's Costume Slips, 69c

Sateen, plain or figured; bodice top, small hem; blue, navy, green, red.

## Women's Brassieres...

**25c**

## 54th Anniversary Sale of Dresses!

Sizes For Large, Medium and Small  
Women and Misses

**\$11.75**

THIS Sale is the result of manufacturer's co-operation—and hours spent in the market by our buyer—in securing the best values the market affords—offering dresses of the most desirable kinds at large savings. Sizes for all.

*Satin, Canton, Flat Crepes, Georgette,  
Velveteen Combinations, Poiret  
Sheens and Rayon Cloths*

Wonderful values! We hope you see these dresses—we know you will like them—the workmanship and qualities are those found in

higher priced dresses—the styles are fashion right—direct from New York showrooms. All the season's most fashionable colors in the group.



## 54th Anniversary Sale of Winter Coats, \$30

One of the outstanding values of the 54th Anniversary Sale is this group of beautiful winter coats for women and misses and stouts. High quality workmanship, beautiful qualities—smart styles—fur trimmings—all these desirable things—at a very low price. Coats of Bolivia and suddies; fur trimmings of Manchurian wolf, Mandel, coney and mouton. Lined with satin de chine. In black, grackle, jungle, green, wine and browns.

## 54th Anniversary Sale Special 36-Inch Shirting Percales

**Yard 16c**

Soft finish material in all the shirting stripes, checks and plaids. Usable lengths up to 4 yards.

## 54th Anniversary Sale Special Fine Plaid Blankets

**Pair \$2.39**

Size 6x80. Heavy quality twill weave, soft and downy, in good plaid of blue rose, yellow, lavender, tan and gray.

## 54th Anniversary Sale Special 81-Inch Bleached Sheeting

**Yard 29c**

Full width soft finish sheeting of a serviceable quality; limit 10 yards to customer.

## 54th Anniversary Sale Special Bleached Seamless Sheets

**Each 79c**

Size 81x90; full bed size soft finish sheets. Limit 6 to customer.

## Alexander Smith's

# Axminster Rugs

A giant purchase of these rugs bought at the semi-annual Rug Auction. This is all strictly first quality merchandise—in the best patterns of the year, selected personally by our buyer. All new designs, some never shown before this season; no irregulars or discontinued patterns. Over twenty designs and colors in the new dark border, bright center patterns with occasional designs; personally selected from a group of more than 150 patterns for our Anniversary Sale.

Special Terms Have Been  
Arranged for the 54th  
Anniversary Sale of Rugs

**\$1 Down Balance  
and Weekly**

Use our layaway or deferred payment plans. We have a convenient monthly payment plan.

## Ardley Brand

9x12 and 8.3x16.6 Sizes

**\$27.75**

This favorite brand of the Alexander Smith rugs comes in six specially selected designs; you will find the qualities, the colors and the patterns very desirable for any room.

Note: Alexander Smith & Sons make all different grades of Axminster rugs—these different qualities are distinguished by names such as:

"ARDSLEY"—Which is the lowest priced number.

"CARLETON"—Which is the medium priced number.

"YONKERS"—Which is the best one in their line.

Watch for the names on the back of each rug.  
Every Rug Is Seamless—Mostly  
Axminsters.

## Yonkers Brand

9x12 and 8.3x10.6 Sizes

**\$39.75**

Offering a choice of ten rich designs and colors in this collection; a splendid wool nap—marvelous wearing qualities.

## Carleton Brand Axminster Rugs

**\$31.75**

Size 8.3x10.6; four specially selected designs that you are sure to like.

## SIZE 7 1/2x9 RUGS

"Carlton"  
Axminsters

**\$27.75**

"Ardsley"  
Axminsters

**\$19.75**

"Yonkers"  
Axminsters

**\$29.75**

"Carleton"  
Axminsters

**\$19.75**

"Ardsley"  
Axminsters

**\$15.75**

"Yonkers"  
Axminsters

**\$24.75**

Here is a very popular size rug for apartment rooms, small living rooms, dining rooms, bedrooms, and we have more than ten well chosen designs for your selection.

This is the greatest sale of Alexander Smith's rugs Indianapolis has ever held, we believe. Every rug brand new, fresh from the recent auction—every rug is strictly first quality and a bona fide bargain. Don't miss this sale if you need rugs.

This popular size rug in the three different grades of Alexander Smith rugs offered in eleven new and attractive designs.

54th Anniversary Sale of

## Little Tots' Sweaters

**\$1.79**



For the little tots, of plain or brushed wool; some novelty stripes; slip-over and coat styles; brown, buff, red; sizes 2 to 6.

## Sweater Sets

**\$3.95**

Brushed wool sets consist of sweater, cap, leggings, and mittens in taupe, white, buff; plain wool sets include sweater, cap and leggings in pink, white, blue, buff; sizes 2 to 28.

## Helmet Caps, 50c

All-wool, embroidered or silk trimmed; white, trimmed with pink or blue.

## Infants' Hose, Pair, 25c

Silk plaited hose in buff or white; and part wool hose in English or pineapple weaves; white, trimmed with pink or blue; sizes 4 to 6; irregulars.

## All-Wool Sacs

**\$1.00**

Infants tie or coat style; white, trimmed with pink or blue.

## Baby Dresses,

**\$1.00**

Made of nainsook, well made in various styles; deep hem, embroidered yokes; all white.

## Silk and Wool Hose, Pair, 35c; 3 Pairs, \$1

In all white; sizes 4 to 6; seconds.

## 54th Anniversary Sale of

# 2,000 Pairs Women's HOSE **48c**

1,000 Pairs Women's  
Chiffon Hose,  
Pair, 48c



A fine, sheer chiffon hose of pure thread silk with lisse hemmed top, seamed back, fashion marks, double heel, sole and toe; irregulars; sizes 8, 9, 9 1/2 and 10. Popular color range to choose from.

1,000 Pairs Women's  
Silk and Rayon  
Hose, Pr., 48c

A dependable service weight hose of silk and rayon to top with seamed back, fashion marks, double heel, sole and toe. Irregulars. Sizes: sizes 8, 9, 9 1/2 and 10. Black only. Seconds.

## Ayres' Annex for Men and Boys

## 54th Anniversary Sale of Men's Genuine Imported

## English Broad- cloth Shirts

**\$1.19**

3 for \$3.50

Now is the time to stock up on shirts—an outstanding Anniversary sale. Buy for Christmas gifts—they are wonderful values—perfectly tailored, full cut, 6-button panel front; in collar attached and neckband styles; lustrous quality material; in white, tan, blue and gray; sizes 14 to 17. An excellent value.

1,200 Pairs Men's Plaid Dress Hose,  
Pair, 39c; 3 Pairs, \$1.15

A very fortunate purchase allows us to offer this value in fine quality hose in fancy plaids that are so popular now; woven in patterns in conservative colors; gray, brown, champagne and black; all sizes 10 to 11 1/2. Strictly first quality.

## 800 Boys' Medium Weight Union Suits, 65c

Gray mixed suits with long sleeves, ankle length; sizes 6 to 16 years. Irregulars.

## 1,000 Men's Medium Weight Union Suits, \$1

Random mixed suits; snug fitting, well made suits, cut full to size; long sleeves and ankle length; sizes 36 to 46; irregulars.