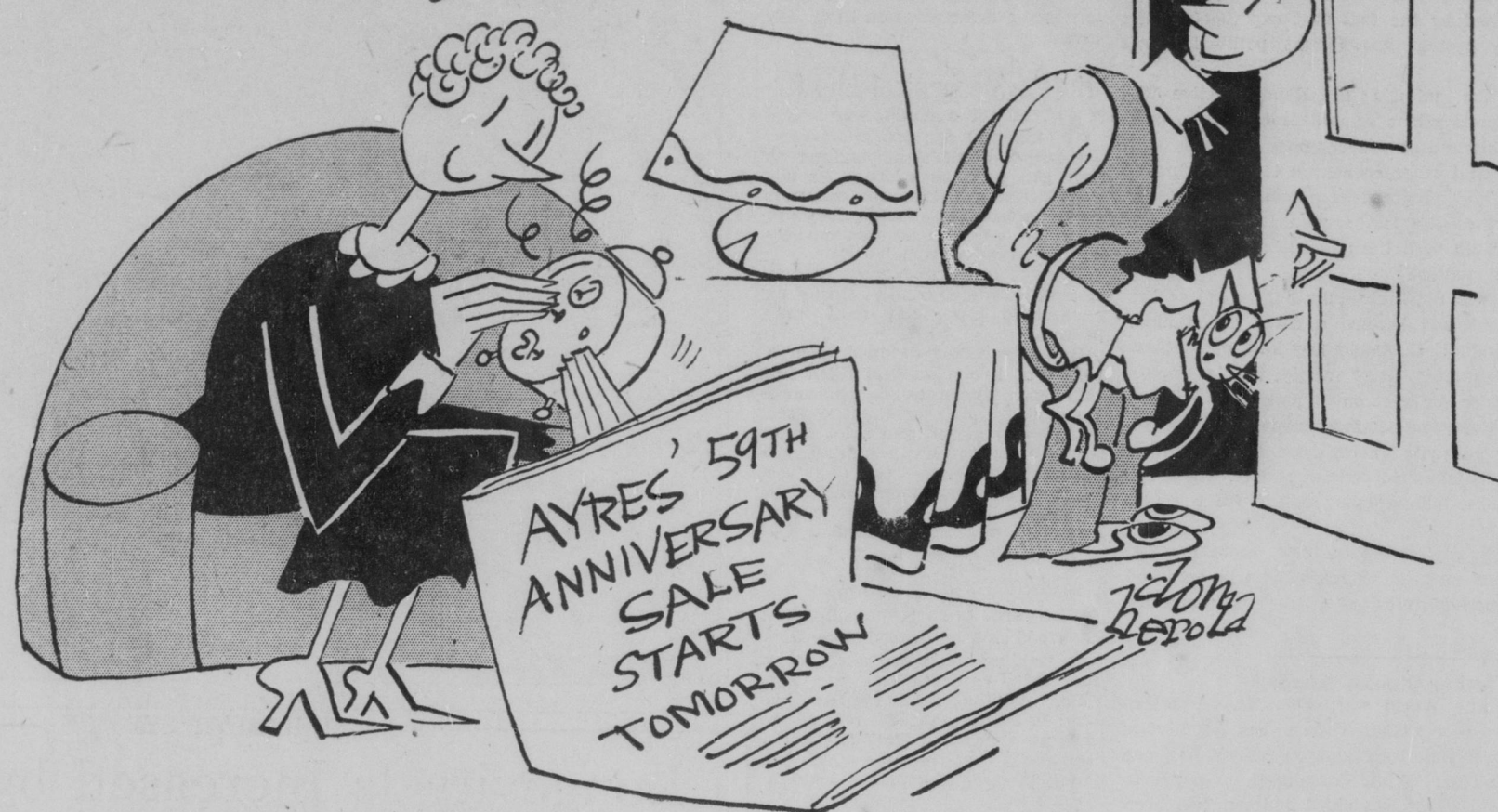


*I'm setting the alarm clock
for early tomorrow
morning, Sam*



it starts tomorrow—

Tonight, in thousands of Hoosier homes the cat will be put out a little earlier than customary and the alarm clock will be wound a little tighter than usual

—in preparation for a bright-and-early departure for the start of Ayres' 59th Anniversary Sale tomorrow morning

—always a historical day in Indiana —more highly historical than ever this year because of the values which the dear old depression has made possible. Astute Ayres' buyers have scoured the marts of the world for fine fresh merchandise of Ayres' standard quality to be sold at delightfully downish prices at this Anniversary Sale.

At least for the duration of this festival of economy, Indiana will again have Happy Days, and some prophets there be who say that 9 a. m. tomorrow will mark the beginning of the downfall of these Down-in-the-Mouth Days. At any rate, here now is the chance to get what you want in seasonable, desirable merchandise in current style—at prices you want to pay.

Store Hours: 9 a. m. to 5:30 p. m.

**Usual Charge, C. O. D.,
and Delivery Privileges**

**Avoid Congestion—
Use Fast South Elevators**

L. S. AYRES & CO.

59th ANNIVERSARY SALE