

FRIDAY

A GREAT ECONOMY SALE

ECONOMY SALE OF Silk Flat Crepe 59c YARD

A beautiful all-silk flat crepe that has many uses; much finer quality than you would expect at this very low price! In these choice colors:

- Black
- White
- Peach
- Wine
- Pink
- Brown
- Spanish Tile
- Annemese
- Turquoise
- Mother Goose
- Jade Green
- Kiltie Green

Silk Broadcloth, 39c Yard
First quality! Full Bolts! All-Silk! Full assortment of wanted colors!

Rayon Flat Crepe, 39c Yard
Fine rayon crepe at about half price—because these pieces are slightly imperfect. A splendid value.

Rayon Taffeta, 29c Yard
Slightly imperfect quality of fine taffeta—for spreads, drapes, slips, etc.
—AYRES' Downstairs Store.

ECONOMY SALE OF Fruit-of-the-Loom Wash Fabrics

—Fruit-of-the-Loom Prints
—Fruit-of-the-Loom Plain
—Fruit-of-the-Loom Arcadia
—Fruit-of-the-Loom Broadcloth
—Fruit-of-the-Loom Robbia
—Pongee
—Regular "Fruit" Prints
(All New Patterns)

10c

15c

Rayon-Cotton Crepe, 19c
Printed rayon-and-cotton crepe in new spring patterns and colors.

Assorted Remnants, 5c Yard
Marquisette and scraps of various kinds—and percales and other wash fabrics.

Good Pillowcases, 10c Each
42x36-Inch cases that you would ordinarily pay double this price for.

Cotton Double Blankets, \$1
70x80-Inch plaid cotton blankets of heavy quality.

Cotton Single Blankets, 39c
Size 66x76. No mail, phone or C. O. D. orders. Limit 4 to a customer.

Big, Fine Bed Sheets, \$1
81x108-Inch sheet of 68x72 thread count—at a price you usually pay for smaller sizes. Two pounds and 1 ounce each!
—AYRES' Downstairs Store.

ECONOMY SALE OF Women's Printed Rayon Frocks

At Nearly
HALF \$1.00

A fine assortment of styles to choose from in these beautiful street frocks! Made of fine quality, heavy rayon crepe—in a variety of patterns and colors. Sizes 16 to 46.

Slip-on Aprons, 4 for \$1
Well made aprons in 80-square prints and printed broadcloths.
—AYRES' Downstairs Store.

ECONOMY SALE OF Genuine Leather HANDBAGS \$1.00

Smart bags of genuine leather at about half of previous price! Underarm, top-handle and back-strap styles—in black or brown.

Wool-Mixed Scarfs, 39c
Ascot scarfs in smart striped patterns—rayon lined—AYRES' Downstairs Store.

ECONOMY SALE OF Downstairs Store COFFEE 3 Pounds for 50c

This is our regular delicious blend—usually selling for much more than this special ONE-DAY PRICE! Limit 3 pounds to a customer. No phone, mail or C. O. D. orders.
—AYRES' Downstairs Store.

ECONOMY SALE OF Children's Winter Coats \$1.00

Serviceable, warm coats of chinchilla, corduroy, flannel or novelty tweeds; lined and interlined. Some have beret to match. Sizes 1 to 4 only.

Pantie Frocks, 39c Each
Dainty styles, with smocked or plain yoke; fast colors. Sizes 2 to 6.

Infants' Blankets, 15c
In white with pink or blue stripes; 2 for 25c.
—AYRES' Downstairs Store.

Brand New, Seasonable Merchandise in Every Department—at Prices That Makes This the... Greatest January Event in Our History

For weeks and weeks every buyer in the Downstairs Store has been scouting for BARGAINS to offer our patrons in this remarkable event. Our rules have been strict. We've insisted upon merchandise of exceptional quality—things you need now and for spring—and we've marked every item at a price that will appeal to you... very special for one day only. Come early for best selections! Doors open at 9 A. M.

AYRES DOWNSTAIRS STORE



ECONOMY SALE of 300 New Frocks

Advance Spring Fashions for
Business, Afternoon
and Evening Wear—At Only...

\$5.00

Our buyer just returned from New York with 300 carefully selected Dresses for this great one-day sale. Every one of them is a "best-selling" style for early spring wear. There are Sunday night frocks, boleros, cowl necklines, beaded effects, fabric combinations and color combinations. Bought from makers who sell only better merchandise. Sizes from 14 to 46.

In These Colors:

- Lipstick Red
- Apple Green
- Persian Green
- Persian Rose
- Gold
- Black
- Brown
- Navy

Materials:

- Flat Crepe
- Georgettes
- Spring Prints

ECONOMY SALE of Service Weight Rayon Hose —Selected Substandards From REAL SILK 25c Or 5 Pairs for \$1

Just 4,800 pairs of sturdy rayon hose, made by Indianapolis' own Real Silk Mill. A fine heavy service weight stocking with mock-seam back, fully reinforced foot, and hemmed top. These are made to fit perfectly. In Smoketone, Duskee, Gunmetal, Tropique, Tunis, Moonbeige, Matin, Tahiti or Negrita. Sizes 8½ to 10½.

Women's Lisle Hose 19c
3 Pairs for 50c

Fine mercerized hose with hemmed top, picot edge, seamed back. A few cotton mesh hose included. 8½ to 10. Irregulars.

Women's Outsize Hose 25c

Sturdy "Burson" cotton hose in full outsize. These are knitted to fit the leg. First quality. Sizes 9 to 10½.

Children's Combed Cotton Hose 10c
Thrifty mothers will buy out this stock in a hurry! There are just 2,400 pairs of these remarkably fine school stockings. Full length, ribbed style; irregulars; sizes 5 to 9½.
—AYRES' Downstairs Store.

ECONOMY SALE of 1,500 Prs. Men's Socks Plain Colors—Fancy Patterns 5 Pairs for \$1 or 22c a Pair

Here's an extraordinary sock value! A tremendous group at a very special price for one day only! Choice of silk-and-rayon, or rayon-and-lisle. Various clocks, stripes, checks and other novelty patterns—and plain colors. Double sole; high-spliced heels. Sizes 10 to 12. Mostly first quality (some seconds).

300 Men's Shirts 50c Each

Very high grade shirts—greatly reduced. Sizes up to 18 in the group.

REAL SILK Socks 3 Pairs, 50c

These are silk-and-rayon socks in plain black only—and in sizes 10½, 11, and 11½ only. Substandards.

REAL SILK Socks 4 Pairs, 50c

Real Silk mercerized lisle socks in plain black and fancy patterns; sizes 10 to 11½; substandards.

Hand-Made Ties 39c

A fine group of hand-tailored ties with lined ends; good assortment of patterns and colors.

Fast-Colored Shorts 17c

Fast colored fancy shorts with 3-button band, extra full seat and elastic side adjustments; sizes 32 to 40.

Athletic Shirts 19c

Fine knit, combed cotton yarn shirts; snug fitting; sizes 34 to 44.

Men's Union Suits 59c

Cotton knitted union suits with short sleeves, ankle length; sizes 36 to 50; (except size 44); firsts and seconds.

200 Men's Pajamas 79c

Choice of cotton outing flannel, or fancy prints; coat or slipover style; sizes A to D. —AYRES' Downstairs Store.

ECONOMY SALE of Boys' "Model" Shirts Special for One Day Only!

Sizes 8 to 14½
59c Each

This is our very finest boys' shirt—reduced for this one day only! They are full cut, perfectly tailored garments—in plain colors and a fine group of fancy patterns. Every one guaranteed fast color. Other fast color Shirts, 50c.

Winter Union Suits, 50c
Cotton knit union suits with long sleeves, full length; sizes 24 to 34.

Outing Sleepers, 59c
One-piece cotton outing flannel sleepers; long sleeves; sizes 6 to 14.

Gauntlet Gloves, 50c
Velour-back gloves with warm lining.

School Knickers, 89c
Serviceable cloth knickers with knit or elastic bottoms; full lined; sizes 6 to 16.

Slipover Sweaters, \$1.00
All-wool slipovers in plain colors and with fancy borders. 26 to 36.

Shaker-Knit Sweaters, \$1.39
Very heavy quality shaker knit slipovers; mostly in navy. Sizes 30 to 34.

Corduroy Pants, \$1
College type, corduroy long pants; rust or blue; sizes 8 to 18.

Leatherette Coats, \$2.39
Black leatherette coats with warm sheepskin lining; full belted; sizes 6 to 18.
—AYRES' Downstairs Store.



ECONOMY SALE of Suits and Overcoats \$9.95

Every Suit and Overcoat in our stocks is reduced to this special January Sale price. Every one is made of fine quality, all-wool fabrics in colors and patterns that men like. The suits are a splendid weight for all-year-round wear. The Overcoats in heavy weights that you would not expect to find at this low price. You'll find that they fit unusually well. A good assortment of smartly-tailored styles to choose from.

Fabrics

- Worsted
- Herring-bones
- Serges
- Tweeds

Colors

- Browns
- Tans
- Blues
- Tweeds

—AYRES' Downstairs Store.



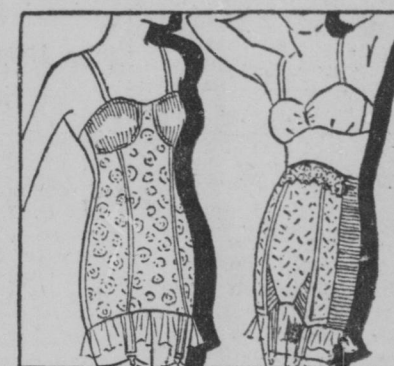
ECONOMY SALE OF Spring Hats At About Half Price

\$1.00

A special purchase of beautiful new spring creations—offered at this low price for one day only! There are cellophanes, tucked silks, and bako braids—mostly in the new turban and beret shapes.

- Black
- Brown
- Beige
- Navy
- Nassau Blue
- Rambino Blue
- Goya Red
- Jade Green

—AYRES' Downstairs Store.



ECONOMY SALE OF Sample Line of Foundation Garments

\$1.00

A tremendous group of much higher priced garments specially purchased for this sale! A wonderful opportunity!

- Girdle Brassieres
- Elastic Stepin Girdles
- Rubber Reducing Girdles
- Brocaded Rayon Girdles
- 10, 12 and 14-Inch Girdles

Other Fine Girdles,
Special at 59c

—AYRES' Downstairs Store.

ECONOMY SALE! Women's Undies

Fine Rayon Undies, 35c

Plain knit and run-resisting rayon bloomers, panties, stepins, chemise or vests.

Ribbed Union Suits, 50c

Tinted cotton ribbed suits with rayon stripe; built up shoulders; tight knee; sizes 36 to 44.

Other Rayon Undies, 25c

Slightly irregular numbers of fine quality rayon bloomers, panties, or vests; tailored.

Silk Lingerie, \$1.39

Sample line and slightly soiled pure silk undies at a big saving! Gowns, slips, dance sets, or chemise; lace trimmed.

Rayon Crepe Undies, 88c

Also a few of pure silk! Choice of dance sets or chemise; lace trimmed.
—AYRES' Downstairs Store.

ECONOMY SALE OF Girls' Dresses

- Woolens
- Novelties
- Jerseys
- Meshes

\$1.00

Just 300 smart girlish frocks in one and two-piece styles; nicely tailored. These are samples, discontinued lines, and seconds of much higher priced garments. Sizes 7 to 14.

Girls' Skirts, 59c Each

Bodice top or tuck-in styles; made of rayon, wool-and-rayon, or plain serge. Sizes 7 to 14.

Girls' Blouses, 59c Each

Figures, polkadots or plain colors; tailored collar and cuffs or ruffled front. 8 to 14.

Girls' Wash Frocks, 39c

Vat dyed, fast colored printed dresses in a splendid assortment; sizes 7 to 14.

Pile Fabric Coats, \$2.59

Tan only; belted; double breasted; sizes 7 to 14.

Junior Dresses \$1.95

Wool jersey, wool crepe, and novelty woolens—in one and two-piece styles; long sleeves; sizes 11 to 17.
—AYRES' Downstairs Store.