

FRIDAY (and every day)! Fashion + Quality + Low Price = BARGAINS

AYRES' DOWNSTAIRS STORE



New Spring Knitted Frocks

Smart! Practical!

In Fashion, Quality and Price . . . these are the most sensational dresses in America . . . and you can buy them only in Ayres' Downstairs Store in Indianapolis! They are made of beautiful cotton boucle fabrics—with high buckle necklines, scarf necks, collars, puff sleeves, and other smart features. In red, brown, blue, green, gold or gray. Sizes 14 to 20.

Only **\$1.00**

—Downstairs
at Ayres.

CANDY SPECIALS

Chocolate Creams in 10
assorted flavors. **29c**
Pound

Assorted milk chocolates 33c lb.
Vincent's English toffee 35c lb.
Oranjelo slices 15c lb.
Valencia Toffee 29c lb.
Pecan cream patties 29c lb.
Caramel pecan rolls 35c lb.
Cherry cordials 29c lb.
Mint patties, pound box 25c

—Downstairs at Ayres.

When Ayres' Repairs Your Shoes

... it really PAYS! Why?
Because we use only the very
finest materials. Fully tanned
cowhide soles! New, live rubber
heels! Expert workmanship!
Come here for

Quality and Service!



February Special! Sale of Smocks

In New Fitted Styles!

Ayres' Downstairs Store is famous for its smocks—and now you can buy them very specially priced! Made of fine broadcloths, printed percales, and combinations. Included are the "Bell Hop," the "Culver Cadet" and several smart princess styles—either single or double breasted. Trimmings include metal and matching bone buttons, starched collars, etc. Sizes 14 to 20.

Only **88c**

—Downstairs

Tomorrow! We're Ready for Another Big Day in Our February . . .

SALE OF SPRING DRESSES



Friday SALE! Spring Hats

With New "Tip-Tilt" Brims

49c Each

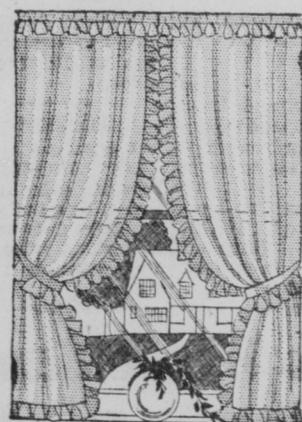
Choose tomorrow from this fortunate special purchase of the popular new "pie-plate," or tip-tilt brim hats. They look smartly feminine on nearly every one! Made of cellophane. Worth much more! In these spring colors:

—RED —HYACINTH
—BLUE —TAUPE —WHITE
—GRAY —GREEN
—Downstairs at Ayres.

Sale of Expensive-Looking New CURTAINS

Very Inexpensively Priced!

39c
Pair
or Each



- Priscilla Curtains, 39c Pair
Made of cream colored voile—with or without color contrast. Dainty ruffles.
- Cottage Sets, 39c Set
Spic and span looking curtains in white voile trimmed in plaid percale.
- Bathroom Curtains, 39c Pair
Printed scrim curtains in 3 color combinations: 1½ yards long.
- Panel Curtains, 39c Each
39-Inch marquisette panels with fringed ends.
- Unhemmed Panels, 39c Each
Fine French marquisette with wide colored, woven border.

—Downstairs at Ayres.



\$4.00
(Or 2 for \$7)

This sale of dresses is so "HOT" that you'll forget the weather is cold! Just see them tomorrow and you'll agree that the values are worth coming after! There are types for business wear, for sports, for afternoons, for semi-formal wear, for street wear! All were made to sell at a much higher price! A tremendous variety to choose from. Doors open at 9 A. M.

SMART SPRING FASHIONS:

- One-Piece Styles
- Two-Piece Styles
- Draped Necklines
- Scarf Necklines
- Lingerie Trims
- Long Sleeves
- Short Sleeves
- Puff Sleeves
- Raglan Sleeves
- Epaulette Shoulders
- Drop Shoulders
- Fabric Contrasts
- White Accents
- Button Trimmings
- Metallic Trimming

MATERIALS:

- New Crinkle Crepe
- New Rough Cantons
- Beautiful Sheers
- New Printed Crepes
- Print and Plain Combinations
- Rabbit Woolens
- New Woolen Weaves

SIZES:

14 to 20 for Misses
38 to 44 for Women
—Downstairs at Ayres.

Friday! Full Fashioned REAL SILK HOSE All Pure Silk to the Tops

This is perhaps one of the finest groups of hose you've ever seen—priced so low! Every pair of "Real Silk" QUALITY and BEAUTY! It will pay you to buy at least six pairs! Substandards.

- All Are Silk to Top
- Some With "No-Hole Hem"
- Some With "Hem Guard"

- Some With Lacey Tops
- All Have Picot Edge
- Sizes 8½ to 10½

—Downstairs at Ayres.

39c
PAIR