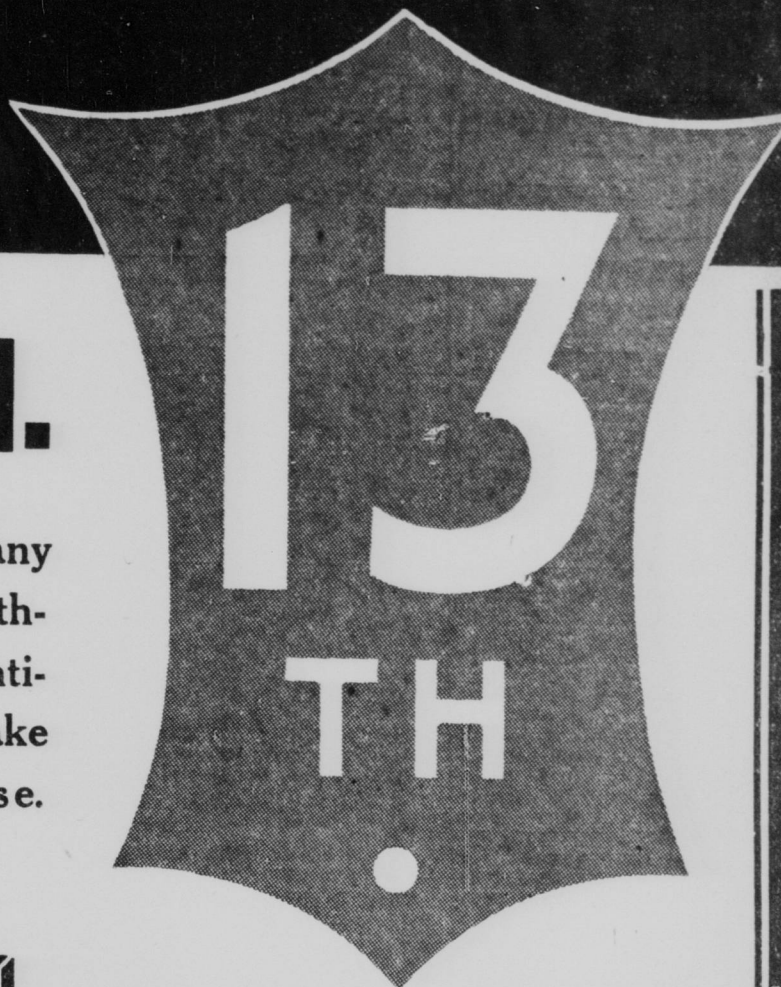


DOWNSTAIRS AT AYRES

Birthday Sale and March E. O. M.

TOMORROW will be one of the biggest BARGAIN DAYS that Indianapolis has seen in MONTHS! Many departments just received big shipments of brand new merchandise for the last two days of our 13th Birthday Sale—offered at amazingly low price. Other departments will continue their bargain offering with plentiful assortments. And IN ADDITION, every department will offer MARCH E. O. M. BARGAINS that will make you sit up and take notice. This consists of broken lots of odds and ends, and soiled or mused merchandise. Plan to be here EARLY for first choice. Doors open at 9 A. M.



One-Day Sale of Silks and Rayons

Sheer, Medium or Heavy Wash Cottons

Remnant Lengths **10c Yard**

- Printed Voile
- Printed Batiste
- Printed Lawn
- Printed Linene
- Printed Pongee
- Plain Rayon-and-Cotton Crepe
- Printed Shantung
- Printed Percalé
- Plain Broadcloth
- Underwear Crepes
- Plain Nainsook

—Downstairs at Ayres.

For Friday only, we have secured a tremendous lot of very fine quality silk and beautiful rayon fabrics—which we offer at a real BARGAIN PRICE! These are all brand new, spring goods, of our regular fine quality. In dozens of colors! Dozens of new patterns! A real opportunity to buy material for new dresses, blouses, etc.

50c YARD

- Printed Silk Flat Crepe
- Plain Silk Flat Crepe
- Rayon Rough Crepe Prints
- Plain Rayon Rough Crepe
- Plain Rayon Flat Crepe

Corduroy Remnants

Just the kind of corduroy that you want for making negligee, pajamas, sports frocks, etc. In big, usable lengths. A big assortment of colors . . . **29c**

Silk Crepe Remnants

Beautiful quality of all-silk flat crepe—mostly in light colors. Also a few lengths of crepe satin, Canton crepe, rayon rough crepe, etc. . . . **39c**

81x99 Inch "TRUTH SHEETS"

1,500 Priscilla CURTAINS

at Just— **39c PAIR**

These are plain marquisette curtains in white, ecru or cream. Made with wide ruffles and ruffled cornice top; generous tie-backs. Each panel measures 28 inches by 2 1/4 yards. Beautiful and well made!

A Great Curtain Value

We believe that this is the finest \$1 curtain value ever offered in this city! White-and-colored dot marquisette; Priscilla style; 2 1/4 yard long; each panel 36 inches. **\$1.00 Pr.**

Other Fine Curtains at

Choice of Priscilla curtains, cottage sets, or glass curtains. These are crisp and new—suitable for any room. In plain, printed, colored dots, etc. Fine marquisette. **59c**

—Downstairs at Ayres.

"Truth" sheets need no introduction in Indianapolis! Ayres' Downstairs has offered it for six years—and this is the first time the price has been reduced! It was the first sheet ever to carry a guarantee for two years service! We urge you to fill all your needs for a long time—while this low price prevails.

59c EACH

- Full 64x64 Thread Count
- No Starch or Other Filling
- Guaranteed to Wear 2 Years
- Bleached Pure, Snowy White
- Weight 1 Pound and 8 Oz.

72x99 or 63x90-In. Sheets

These are seamless sheets of good, serviceable quality. Only a few dozen at this price, and they'll go in a hurry! Shop early . . . **39c**

"Lady Pepperell" Tubing

Genuine "Lady Pepperell" pillow tubing, 42 inches wide. Offered at a "never before" price, for tubing of this extra fine quality . . . **19c**

Sheer White Organdy

Remnants of crisp white organdie and other white summer fabrics. In lengths from 1 to 3 yards. Sold only by the remnant length. Yard . . . **10c**

81x99 or 72x108-In. Sheets

These are slightly imperfect sheets of a quality that sells at a much higher price! No holes or tears. You'll recognize the quality . . . **49c**

50x50-In. Breakfast Cloths

At this price you can choose either 50x50-inch printed crash cloths—or 54x54-inch hemstitched, colored border damask cloths. . . . **39c**

New Flock-Dot Voiles

Remnant lengths of various grades of dotted voile; light or dark grounds. Includes the new wool-processed dot that never comes off. A bargain. . . . **15c**

—Downstairs at Ayres.

Trade In Your Old Worn Out Tires

for New, Safe

YALE TIRES

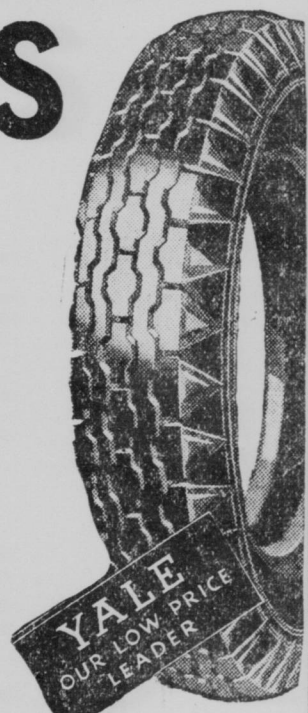
Friday and Saturday ONLY!

Yale Tires are first line tires—made by The GENERAL Tire and Rubber Co.—which is a guarantee that you get the very highest QUALITY and the most SERVICE for very little money! Although prices on YALE Tires have recently been reduced, tomorrow and Saturday you can buy them at an EXTRA SAVING by trading in your old tires—regardless of their condition! For instance:

| Size | New Price | For Your Old Tire | You Pay |
|---------|-----------|-------------------|---------|
| 4.50-21 | \$6.30 | \$1.35 | \$4.95 |
| 4.75-19 | \$6.85 | \$1.35 | \$5.50 |
| 5.00-19 | \$7.35 | \$1.50 | \$5.85 |
| 5.25-18 | \$8.25 | \$1.65 | \$6.60 |

Other Sizes in Proportion

Guaranteed by Ayres and the General Tire and Rubber Co.



100% Pure Pennsylvania

'Perma-Flo' Motor Oil

6-Qt. Can **98c** 5-Gal. Can **\$2.69**

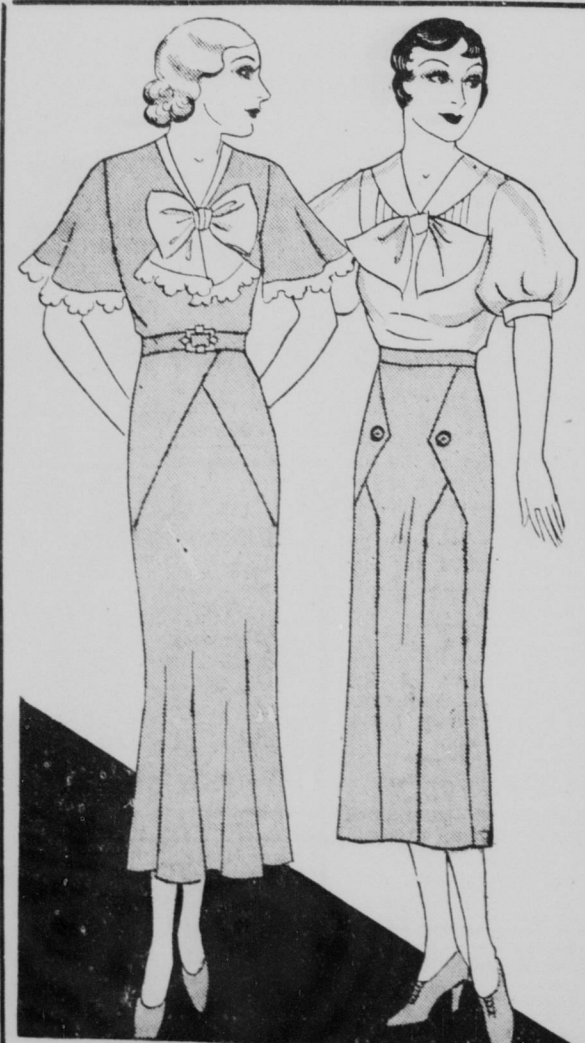
"Perma-Flo" is made from the finest crude oil in the world—meets every scientific test. A perfect motor lubricant, guaranteed for 1,500 miles.

Gates' Auto Seat Covers

For Coupe or Roadster **79c** For Coach or Sedan **\$1.59**

Sturdy, well made covers in a good selection of patterns. Adjustable to fit any make of car. Made in Indianapolis.

—Downstairs at Ayres.



Very Special for Friday Afternoon and Street Frocks

At Just Half Price **\$1.49**

Just 200 beautiful daytime dresses—including 150 brand NEW ones and 50 higher priced ones greatly reduced. ALL were made to sell at MORE than twice this price! Included are beautiful crepes and prints with embroidered trimmings, organdie trimmings, etc. Smart styles for shopping and afternoon occasions. In red, green, black, blue, brown. Sizes for misses and women.

100 Cotton Ratine Frocks, 79c

Smart sports styles in a dress that has been very popular. Greatly reduced for clearance! Sizes 14 to 20.

Skirts and Blouses

SKIRTS—These are brand new wool flannel skirts in pleated sports styles; many button trimmed. In black, beige, gray, blue, green or brown. Just 150 of them. Sizes 26 to 32. **\$1 EACH**

BLOUSES—Pure SILK blouses—seconds of a quality that usually sells for more than twice this price! Offered in a fine assortment of newest styles, patterns and colorings. **\$1 EACH**

—Downstairs at Ayres.

Come and Get These Men's SHIRTS and PAJAMAS

2 for \$1.00 (1 for 55c)

Full cut, splendidly tailored shirts in such fine brands as "Fashion Lane," "Gold Leaf," and "Albright." In a big assortment of neat fancy patterns and plain colors. Sizes 13 1/2 to 17. Pajamas are cut full and comfortable—in plain colors and fancy patterns. Either coat or slipover style. Sizes A to D. Both shirts and pajamas are wonderful values—even for our Birthday Sale!

Men's Shirts and Shorts 6 for \$1.00

Exceptionally well made, full cut shorts in neat stripe designs; roomy seat; elastic waist adjustments. In sizes 28 to 44. Athletic, cotton knitted shirts; slightly substandards; in sizes 34 to 44.

All-Wool Sweaters, \$1.29

Brand new, all-wool slip-overs in plain blue, green, tan, white or navy. Long sleeve style—for early spring. Sizes 36 to 44. —Downstairs at Ayres.

