



ANNIVERSARY SALE

DOWNSTAIRS AT AYRES



**Change Your Mood
With Your Beret!**

*These New Ones Range
From Pert to Seductive!*

\$1.59

Berets are bigger in variety and better in fashion this year . . . and acquire a fascinating, feminine and flattering look that makes them irresistible! They're the one millinery fashion that women will never do without because so many different things can be done with them . . . twist and swirl them, add a feather or two, or perhaps a clip, a quill . . . wear them any way to suit your mood and still be chic. We sketch the "Brownie" so called because it's in deep brown with a dark brown feather atop.

Other Styles in:
FELTS SATINS VELVETS WOOLENS

—Downstairs at Ayres.

Bought MONTHS Ago . . . Just Arrived . . . On SALE
THURSDAY and FRIDAY ONLY!

SHEETS

GUARANTEED

**To Give Full Three Years
Household Wear!**

**81x90 and
63x99 Sizes**

It'll pay you to anticipate your Bedding needs for months to come and buy now while the price on "Nevatere" Sheets is at a real "low" . . . Purchased last summer before the Cotton Processing Tax and the Cotton Code went into effect . . . at a price now unobtainable . . . delivered to us yesterday . . . on sale tomorrow for the first time. All first quality, seamless, 60-square thread count, bleached pure white, with no starch or other artificial filling . . . and they'll give full 3 years household wear. We warn you, after Anniversary it will be impossible to offer these sheets at anywhere near this price.

Size 81x99 or 72x99—77c Each

—Downstairs at Ayres.

L. S. AYRES & CO., Indianapolis, Ind.

Please send me the following "Nevatere" Sheets.

Quantity	Size	Price	Total
	63x99	66c	
	81x90	66c	
	81x99	77c	
	72x99	77c	

Your Name

Address

☐ Charge ☐ Cash ☐ C. O. D.

66¢

**Anniversary Saves You
Money—On the Hose
That Saves You Runs!**

IRREGULARS OF

WONDER BAND

FULL FASHIONED

Chiffon Hose

69c

(2 PAIRS \$1.25)

Wonder Band the magic name that means longevity in Chiffon Hosiery . . . an exclusive feature that stops ruinous runs . . . further protected by the "Wonder" toe and "Wonder" heel. Wonderfully sheer 48 gauge hose with lace welt at top. Sizes 8½ to 10½ in all the popular fall and winter colors.

—Downstairs at Ayres.

LARGER WOMEN'S

Rayon Undies

79c (2 for \$1.45)

"Hard-to-fit" women! Here's news from the "Undie-world." We can fit you in No. 5 rayon cloth—panties, bloomers, stepins, vests or chemise. "No. 5 Cloth" means better rayon, better run-resisting qualities and firmer weave. Sizes 44 to 52.

—Downstairs at Ayres.

**This Year It's Smart to Be Comfortable
. . . Smarter Not to Show It!**

Another Reason Why You Should Choose

American Girl

SILHOU-WELT SHOES

*"Light and Dainty as a Dancing Slipper . . . Yet
Sturdy and Comfortable as a Walking Shoe"*

In this year of elegance, discriminating women choose American Girl Silhou-Welt Shoes because they represent the finest of quality . . . of both materials and workmanship at prices that they can afford to pay. They're more than an arch support shoe . . . more than a style shoe . . . they combine the best qualities of both. Choose yours from a brand new assortment of foot flattering styles . . . oxfords, dressy ties, pumps, and straps.

**Anniversary
Sale Priced!**

\$4.29



7 Points of Superiority:

- 1—Combines the lightness and flexibility of an evening slipper with the comfort and wearing qualities of a walking shoe.
- 2—Daintiness of the SILHOU-WELT now provides the widest assortment of styles.
- 3—Built-in arch gives proper support to the foot with ample freedom of muscles.
- 4—Original construction provides greater flexibility and comfort.

- 5—All American Girl SILHOU-WELT Shoes are made on combination lasts with built-in steel shank.
- 6—No stitching on inner sole. No burning of feet.
- 7—American Girl SILHOU-WELT Shoes can be resoled without losing their shape.

—Downstairs at Ayres.

• KID
• CALF
• SUEDE