

The "BUY WAY" OF INDIANAPOLIS* AYRES A DOWNSTAIRS A STORE

(REGISTERED)

FRIDAY IS BARGAIN SHOPPING DAY!

FEBRUARY S-I-Z-Z-L-E-R

A Value So HOT That We Can Offer It Only for ONE DAY—Friday!

No. 5
NO PHONE OR MAIL ORDERS

Girls, Sizes 7 to 14
"Fruit of the Loom"

Dresses
For the First Time at—

89c EACH

"Fruit of the Loom" dresses for children are also advertised in and approved by Good Housekeeping and GUARANTEED by L. S. Ayres & Co. for FABRIC QUALITY, for COLOR FASTNESS, for CORRECT SIZE, for WORKMANSHIP. You'll find at this one-day-only sale price all the new styles, trims and colors. Sizes 7 to 14. —Downstairs at Ayres.

Men's Fine Shirts, 77c
"Ashcroft" shirts in plain white, plain dye colors and neat, fancy patterns; vat dye colors; full cut. Sizes 14-17.

Men's Socks, 8 Pairs \$1
Fancy socks in neat patterns and colorings; double sole; seconds; sizes 10 to 12.

Ties to Clear, 5c Ea.
Odds and ends, including wash ties; radically reduced.

FRIDAY ONLY!
Men's Slipover Sweaters \$1.00

Half-zipper front slipovers in hot looking brushed mohair effect. Gray, brown or maroon. Sports back. Sizes 36 to 42.
—Downstairs at Ayres.

Men's Union Suits, 59c
Fine knit suits; short sleeve, ankle length; sizes 42 to 46 only! irregulars.

Boys' Shirts, 59c Ea.
Our regular "Everett" shirts for school and dress; plain white or vat dye fancy patterns; sizes 8 to 14½.

51 Boys' Ties, 5c Ea.
Odds and ends reduced to clear.

Boys' Zip Jackets, 50c
Just 32 tan suede zipper front jackets; broken sizes; sacrificed for clearance.

Boys' Raincoats, \$1 Ea.
Gossamer rubber coats; broken sizes; reduced.

Boys' Caps Reduced, 10c
23 Ear-muff caps reduced to clear.

Remnants of Wash Goods 15c Yd.
Remnants and long lengths of printed linene, percale, pique, shirtings, crasches — and plain color broadcloth and suiting. Extra fine values!
—Downstairs at Ayres.

51 Boys' Caps, 25c
Dress caps and corduroy caps; broken sizes.

Boys' Sweaters, \$1 Ea.
Brushed mohair effect slipovers; gray, brown, maroon; sports back; side rings; sizes 30 to 36.



SHOP AND SAVE ON FRIDAY!

We're Fashion Headquarters for All the NEW Spring Fashions—Complete Size Range for Every Woman—ONE LOW PRICE!

Spring Dresses

\$3.98 EACH

New Prints! New Redingote Effects! New High Shades! Navy Blues! Blacks!

Spring won't seem far away when you've brightened up your wardrobe and spirits with one of these new spring dresses. The price is so modest you can assemble a whole spring wardrobe for practically nothing. Styles for daytime, afternoon, business, classroom and club meetings. Plenty of your favorite colors in navy blue and black and white, along with prints of every hue. For women, misses, and the junior-miss.

Sizes—14 to 20—38 to 44
46 to 52 and 13 to 19!

—Downstairs at Ayres.

Men's Warm Overcoats \$11.00

Big warm overcoats in wanted patterns and colors — and in fabrics best suited for cold weather. Meltons, checks and mixtures. Browns, grays, blues and tans.
—Downstairs at Ayres.

Rayon Gowns, 50c

Women's rayon gowns with V or round neckline; lace or contrasting trimmings; irregulars; sizes 16 to 17.

Printed Batiste Gowns, 69c

Women's V or round neck gowns in soft batiste; contrasting applique trim. Sizes 16 and 17.

Women's Muslin Slips, 39c

Straight bodice top slips with hemstitched narrow hems; white only; sizes 36 to 52.

Porto Rican Gowns, 39c

Women's hand-embroidered nighties; V or round necks; white. 16 and 17.

Women's Durable First Quality Rayon Hose 25c Pr.

Delustered rayon stockings in a good, durable weight; seamed back; well reinforced at points of strain. Sizes 9 to 10. Also Real Silk pure silk seamless hose in size 8½ only; 25c pair.
—Downstairs at Ayres.



SPECIAL for FRIDAY!

Sale of HATS

So NEW and Such Bargains That You'll Forget the Weather

• Black!
• Brown!
• Navy!
• Tan!
• Blue!
• Pink!
• Red!
• Green!

You'll feel like spring is nearly here when you choose one of these lovely advance spring hats! And they're offered at such a SAVING! In crepes, felts and chic combinations—to wear NOW and later. In head sizes 22 and 23.
—Downstairs at Ayres.

\$1

FEBRUARY SALE!

9x12 Seamless Lustre Type RUGS \$1 DOWN

Delivers This Rug to Your Home. Balance on Ayres Deferred Payment Plan, Plus Small Carrying Charge!

With Fringed Ends! \$19.95 Imperfects

This February Sale offers you a great saving on a 9x12 room-sized rug. Classed as imperfects, but the imperfections are so slight that they'll never be noticed. Here's a rug you'll be proud to own and it'll give you long and lasting service. In smart Persian and Oriental patterns and designs. Choice of a great selection of colors that will harmonize beautifully with your room.

—Downstairs at Ayres.

ONE-DAY SALE!

9x12 Size Jute Rug Cushion \$1.98

An all-jute vegetable rug pad. Made to give service as well as act as a pad for your rug.

We're Ready to Get Your Windows Ready for Spring With Complete Assortments of

New Curtains For Every Room in the Home!

79c PAIR

We're ready to give your windows, from the attic to the basement, a new set of clothes. We're ready with our new spring curtains complete in every detail, size, color and materials. Choose from tailored, priscilla, cottage sets and bath room styles in cushion dots, colored dots, colored figures, plain marquises, pent house nets, print voiles, rainbow nets, rough weave nets and candlewick dots. All fresh, new spring styles, just unpacked.
—Downstairs at Ayres.