

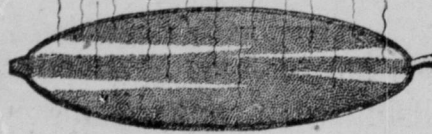
The "BUY WAY" OF INDIANAPOLIS

AYRES DOWNSTAIRS STORE

(REGISTERED)

FRIDAY IS BARGAIN SHOPPING DAY!

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



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.

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

No. 5 NO PHONE OR MAIL ORDERS



Men's Fine Shirts, 77c

"Ashecroft" shirts in plain white, plain 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 linens, percale, pique, shirtings, crashes — and plain color broadcloth and suitings. Extra fine value! —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 38.



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.

Now! Children's and Girls' "FRUIT of the LOOM" Non-Cling Slips

Now mothers can buy the same dependable quality slips for their youngsters that they buy for themselves. Real "Fruit of the Loom" non-cling broadcloth with seams that stay sewn. Sizes 5 to 16.

59c

"Fruit of the Loom" Bloomers, 39c

—Downstairs at Ayres.



Women's & Misses' SHOES

With Lots of Style—Yet Low Priced!

\$1.99

Youthful new styles for street, sports, evening or afternoon wear. In good assortment of styles, leathers and trims. Black or brown—in straps, oxfords, ties and pumps. Low, medium or high heels. Sizes 3 to 9—AAA to C.

—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.

Infants' Blankets, 29c

27x36-inch Beacon blankets; white with pink or blue trim.

Flannelette Wear, 19c Ea.

Infants' outing flannel gowns, gertudes or kimonos; novelty trim.

Infants' Rubber Sheets, 29c

In flesh color; 27x36 inches.

Training Panties, 19c

Infants' and toddlers' knitted training panties; French leg style.

Quilted Pads, 19c Ea.

Infants' bed pads; well stitched; new white cotton filling.

Wash Goods Remnants, 10c Yd.

Printed cotton tweeds and 80-square percale prints.

"Nevatere" Sheets, 79c Ea.

72x90-inch sheets of good durable quality; pure finish with no filling; straight torn hems.

Blister Sheer Crepe, 19c Yd.

Long lengths and remnants of the original "Blister Sheer" seersucker; in plain dark colors and pastel tints.

Tuckstitch Undies, 35c Ea.

Women's part-wool tuckstitch panties and vests; snug fitting; small, medium or large; irregulars.

Women's, Misses', Large Women's Rayon Undies

19c Ea.

Good quality rayon panties, step-ins, bloomers or vests—in either regular or extra sizes. Elastic at waist; tailored at hems. —Downstairs at Ayres.

Women's Union Suits, 50c

Women's part-wool union suits; built up shoulder style; made snug at knee with lastex. Small, medium or large; irregulars.

"Taffaswish" Slips, \$1

Women's Crown-Tested rayon slips; tailored styles; accurate sizing; double stitched in front and back; burst-proof seams throughout; 48-inch length; sizes 34 to 44; wanted colors.

Rayon Gowns, 50c

Women's rayon gowns with V or round neckline; lace or contrasting trimmed; 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 hem-stitched narrow hems; white only; sizes 36 to 52.

Porto Rican Gowns, 39c

Women's hand-embroidered nightgowns; 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.

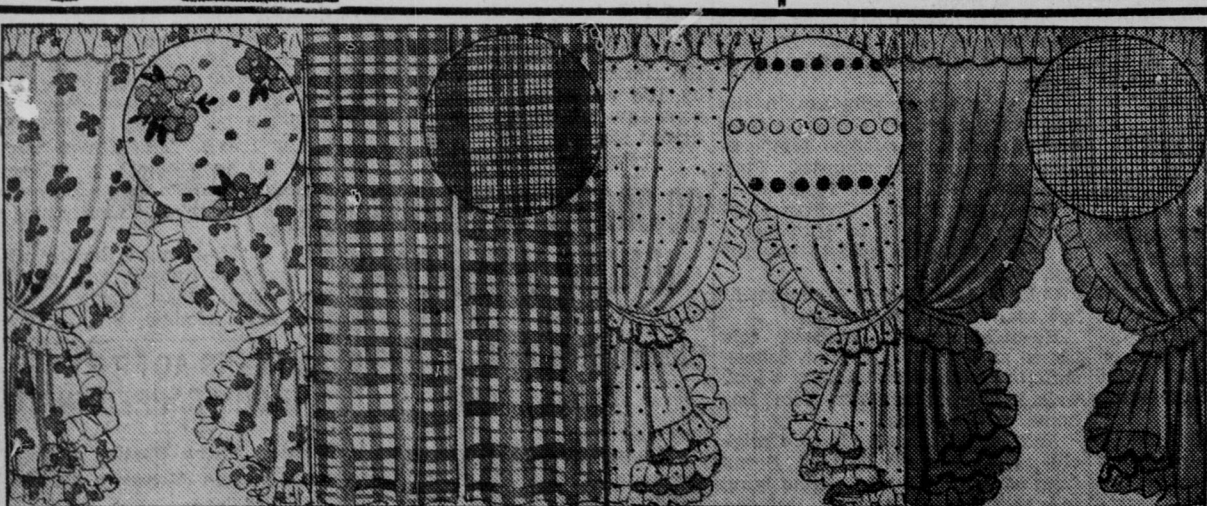


SPECIAL for FRIDAY!

Sale of HATS

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

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 SAV-ING! In crepes, felts and chic combinations—to wear NOW and later. In headsizes 22 and 23. —Downstairs at Ayres.

\$1


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 marisettes, pent house nets, print voiles, rainbow nets, rough weave nets and candlewick dots. All fresh, new spring styles, just unpacked.

—Downstairs at Ayres.



9x12
Seamless
Lustre Type

RUGS

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.

\$1 DOWN

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

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.