

PAGE 2 THE INDIANAPOLIS TIMES MONDAY, JAN. 25, 1937

# The "BUY WAY" OF INDIANAPOLIS★

## AYRES DOWNSTAIRS STORE

***Tomorrow!* JANUARY SALE!**

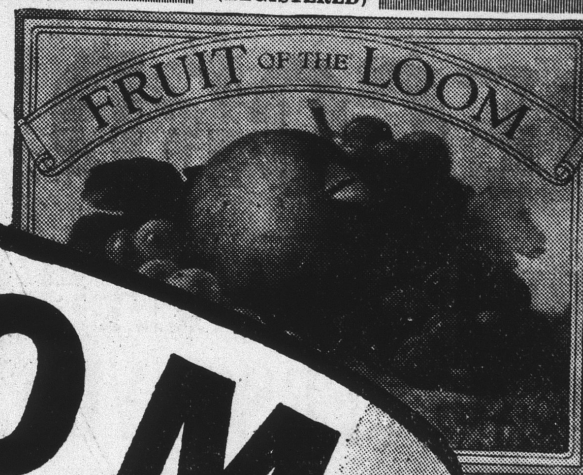
# New Spring

FRUIT OF THE LOOM

New Spring

FRUIT OF THE LOOM  
PRODUCTS  
are  
GUARANTEED  
as advertised  
in  
GOOD HOUSEKEEPING

# Daytime Dresses



Sizes 14 to 20.  
Polka dot —  
Navy, Copen  
and brown.

**SIZES:**  
**14 to 20!**  
**38 to 44!**  
**46 to 52!**

**\$1.00**

**Mail or  
Phone Your  
Orders—Call  
RI 9441!**

Sizes 14 to 20,  
38 to 44, plaid  
Red & black,  
black and  
white, orchid  
and white,  
blue and  
white.

Here's SALE NEWS that'll wake up the city! Tomorrow we offer you around 4000 brand new "Fruit-of-the-Loom" Daytime dresses! Every dress is a new spring style . . . in a new spring pattern and color! With cotton prices zooming we believe that this will probably be the lowest price we can offer these famous quality dresses, for a long while to come! Choose from over 12 different styles in many colors. In sizes for women, misses and juniors!

### Downstairs at Ayres

Sizes 16 to 42. Blue, turquoise and orchid.

Sizes 38 to 44.  
Novel check —  
Copen, white,  
black and  
white.

Sizes 46 to 52.  
Floral — Hello,  
copen, black  
and white.

Sizes 16 to  
44. Large  
dot—Brown  
aqua and  
navy.

Sizes 38 to 44. Floral—Helio, aqua, copen, black and white.



**FRUIT of the LOOM**

*Two Brand New Styles!*

**"LOOMCRAFT"**

**Broadcloth**

**SLIPS**

*January Sale Priced at—*

Guaranteed by Ayres' and  
Good Housekeeping!

The woman who likes the comfort of a cotton slip will find just what she wants in a Loomcraft "Fruit-of-the-Loom" broadcloth slip. Built up shoulder or semi-V necks with strong, sturdy seams, fine tailoring and a form-fitting silhouette. In white or tearose colors. Sizes 36 to 44.

**Sizes 46 to 52—69c**

**Fruit of the Loom**  
Hand-Embroidered  
**GOWNS**  
*January Sale Priced at—*

Guaranteed by Ayres' and Good  
Housekeeping for Fabric,  
Color, Size and Workmanship!

You'll love these gowns for their Porto Rican hand embroidery, appliques, piping and hand-drawn work. Every gown is guaranteed for fabric, for size, for color and for workmanship. In white, flesh or tearose colors. Every gown washable. In popular tie-back style. For women and misses.

**Sizes 16 and 17!**

—Downstairs at Ayres.



**FRUIT of the LOOM**

**BOYS' Shirts and PAJAMAS**

*January Sale Priced at—*

Guaranteed by Ayres' and  
Good Housekeeping for Col-  
or, Size, Workmanship!

This is the very first time we've offered Fruit-of-the-Loom Shirts and Pajamas for boys. Choose from at such a saving! Choose from British stripes, windowpane checks, figures and solid colors. Full cut, well made to "take in." Button-on styles included, in sizes 4 to 10. Shirt, sizes 8 to 14. Pajamas, sizes 8 to 18.

Downstairs at Ayres.

Downstairs at Ayres


**FRUIT of the LOOM**  
**Girls' Dresses**  
January  
Sale  
Priced— **\$1.00**  
and Good Housekeep-

**Sale Priced—**

**Guaranteed by Ayres' and Good Housekeeping for Color, Size, Workmanship!**

Guaranteed by Ayres and Sons, Inc.,  
for Color, Size, Workmanship.

Every "Fruit-of-the-Loom" dress is guaranteed for size, for color, for fabric and workmanship. So mothers buy plenty of these dresses for the coming season and summer. Princess styles, novelty trims, saucy peplums, and gay prints in many colors. Sizes 7 to 14 and 10½ to 16½.



Downstairs at Ayres