

# The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

*Tomorrow!* JANUARY SALE!

New Spring

\*(REGISTERED)

## FRUIT OF THE LOOM



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



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



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.



## Daytime Dresses

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.



**FRUIT of the LOOM**  
Two Brand New Styles!  
"LOOMCRAFT"  
Broadcloth  
**SLIPS**  
January Sale Priced at—  
**59c** EACH  
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  
—Downstairs at Ayres.

**Fruit of the Loom**  
Hand-Embroidered  
**GOWNS**  
January Sale Priced at—  
**69c** EACH  
Guaranteed by Ayres' and Good  
Housekeeping for Fabric,  
Color, Size and Workmanship!

You'll love these gowns for their  
Porto Rican hand embroidery, ap-  
plications, 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—  
**79c** EACH  
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  
at such a saving! Choose  
from British stripes, windowpane  
checks, figures and solid colors.  
Well made to "take it".  
Button-down styles included.  
Shirt, sizes 8 to 10. Pajamas,  
sizes 8 to 16. —Downstairs at Ayres.

**FRUIT of the LOOM**  
**Girls' Dresses**  
January Sale Priced—  
**\$1.00**

Guaranteed by Ayres' and  
Good Housekeeping for Color,  
Size, Workmanship!  
Every "Fruit-of-the-Loom" dress is guaranteed  
for color, for fabric and workmanship. So moth-  
ers buy plenty of these dresses for the coming sea-  
son and summer. Princess styles, novelty trim, saucy  
peplums, and gay prints in many colors. Sizes 7 to  
14 and 10 1/2 to 16 1/2.

