

The "BUY WAY" OF INDIANAPOLIS*

AYRES DOWNSTAIRS STORE

*REGISTERED



"Fruit of the Loom" Broadcloth Slips

59c
EACH

Sizes
34 to
44!

Guaranteed by Good Housekeeping for
 • Fabric!
 • Tailoring!
 • Size!
 • Form-fitting Silhouette!
 • Workmanship!
 • Strong, Sturdy Seams!

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.



Hats Have Become a Part of Your Head Dress Instead of Just Hats!

Clever Turbans

Feature This Trend for the NEW!

\$1.39

Hats this spring have become a part of the head dress, not just hats . . . and these clever little turbans prove just this point! These typical examples are infinitely younger and prettier! They give you that air of sophistication, and they're terribly easy to wear! Choice of plain colors, crepes or wools, and brilliant prints in various colors. Headsizes 22 and 23.

—Downstairs at Ayres.

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

A VALUE SO HOT We Can Offer It for FRIDAY ONLY!

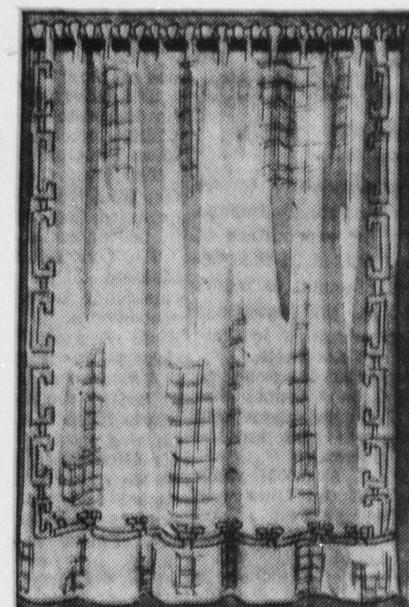
No. 4

1000 Imported Lace PANEL Curtains

44c
EACH

Just in time . . . buy and save for your spring house cleaning! Each panel is finished 2 1/2 yds. by 34 inches wide. Hemmed and headed tops, ready to hang. In your favorite ecru shade, and in a popular bordered design. These are ideal for most apartment or bungalow windows. If extra fullness is needed you can use 2 to a window.

—Downstairs at Ayres.



While Quantities Last!

Tomorrow and Saturday!

While Quantities Last!

FINAL CLEARANCE SALES!

Smashing Values in EVERY DEPARTMENT



FINAL CLEARANCE!

Girls' Wash Frocks

49c

Clearance of girls' heavy wash frocks in print or solid colors. Smart details or trims, in wanted styles. Broken sizes in group. 1/2 price and less.

Girls' Snow Pants

49c

Clearance of girls' snow pants. Water repellent construction, warmly lined. Navy or brown colors. Full cut. Broken sizes. Limited quantity. One-half price and less.

Girls' Sweaters

49c

All-wool sweaters in dark colors only. In coat or slipover styles. Broken sizes, limited quantity. Radically reduced, 1/2 price and less.

Hat & Scarf Set

49c

Hat and scarf sets in novelty styles and colors. Limited quantity, 1/2 price and less.

FINAL CLEARANCE!

Tots' Snow Suits . . . \$1.99

Tots' all-wool snow suits in one or two piece styles. These suits have sold formerly in our stock for as much as \$3.98. Broken sizes and colors.

Tots' Jersey Suits

39c

Little boys' and girls' matching brother and sister wool jersey suits or novelty crash suits. Broken sizes.

Tots' Cotton Wash Dresses

39c

These cotton dresses have formerly sold in our stock for 59c to 98c each. In heavy, serviceable novelty prints or solid colors. Broken sizes. Limited quantity. —Downstairs at Ayres.

FINAL CLEARANCE!

Sample Gloves

29c PAIR

A large assortment of sample gloves in suede cloth and bengalines. Many styles and colors in sizes 6, 6 1/2 and 7. Smart for wear this spring. Radically reduced for clearance.

600 Pr. Sample Gloves . . . 49c

—Downstairs at Ayres.

FINAL CLEARANCE!

20x36 Oval Wool Throw Rugs

2 for \$1.00

On the floor they're bright and cheerful. Conventional designs in plain or patterns. Fringe all-around. Heavy, serviceable wool construction.

—Downstairs at Ayres.

Final Clearance Sale!

A Fashion Coup!

Early Spring Dresses 2 for \$5.00

300 excitingly new early spring dresses—featuring tailored or dressy styles in prints, plain colors, black, navy blue and high shades to wear under dark coats until warm weather. You'll find practically every fashion that's news at the moment, and priced 'way under par value. They'll be snapped up at once, so get going early!

Sizes 11 to 19—14 to 20—38 to 52!

FINAL CLEARANCE!

Women's Dresses

\$5.00

Regular \$5.95 values from our stock. Prints, colors, black and navy. Sizes 14 to 20, 38 to 52 in group. All are advance spring styles.

—Downstairs at Ayres.

FINAL CLEARANCE!

600 Prs. Women's HIGHER-PRICED

SHOES

\$1.00
PAIR



Tomorrow we step out with a shoe you'll long remember! For Final clearance we've taken 600 pairs of a higher priced group of smart shoe fashions and reduced them to \$1.00 a pair. Pumps, straps and Oxford in black, brown or grey colors. Suede, kid or calf leathers. Sizes 4 to 8, AA to C widths, but not in each style.

—Downstairs at Ayres.

FINAL CLEARANCE!

100 Cotton Twin Sweaters

39c

Just 100, and at this price they'll go like "hot cakes." In red, green or blue colors. Sizes 34 to 40 in group, but not in every style or color. Reduced for final clearance!

Wool Sports Frocks

79c

100 wool sport dresses in smart styles and wanted colors. Sizes 14 and 16 only.

Women's Sweaters
\$1.29

100 wool sport sweaters in smart plain colors and patterns. Broken sizes and colors.

—Downstairs at Ayres.

FINAL CLEARANCE!

Men's Shirts

Fast Color Patterns!
Whites! Colors! Fancies!

38c
EACH



A whale of a shirt sale! A big group of men's shirts, radically reduced for clearance! Full cut, fast color patterns. Choice of white, smart plain colors and fancy patterns. Collar attached styles in sizes 14 to 17. You'll get a lot of wear out of one of these shirts, for either dress or work.

Limit of 3 to a Customer!

—Downstairs at Ayres.

FINAL CLEARANCE!

Wash Goods Remnants

10c YD.

Useable lengths in cotton wash goods. Prints or plain colors. Limited quantity. Final clearance.

48x48 Lunch Cloths

25c

Cotton crash lunch cloths with colored borders. Size 48x48. Limited quantity. Final Clearance.

Table of Rummage

1/4 OFF

Soiled spreads, dresser scarfs, lunch sets and other odd pieces. Greatly reduced. Mostly few of a kind in lot.

Lace Tablecloths

\$1.39

Size 70x90 inches. Monotone lace cloth. Limited quantity. Reduced for clearance.

—Downstairs at Ayres.