

The "BUY WAY" OF INDIANAPOLIS

AYRES A DOWNSTAIRS A STORE

(REGISTERED)



"Fruit of the Loom"
Broadcloth Slips

59c Sizes 34 to 44!
EACH

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

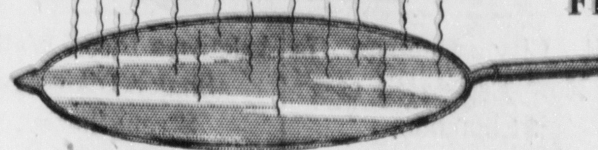
Feature This Trend for the NEW!

\$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!

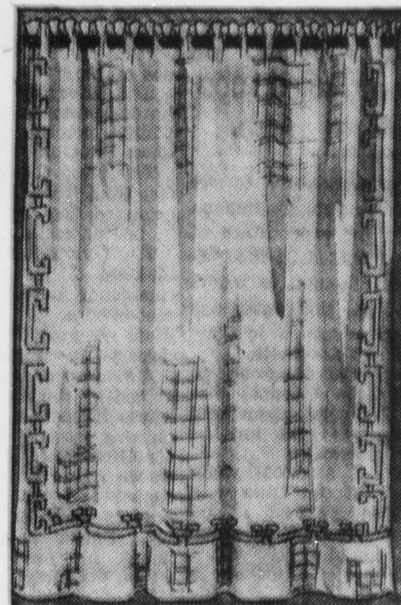
No. 4

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!

FINAL CLEARANCE!

Girls' Wash Frocks

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.

49c

Girls' Snow Pants

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

49c

Girls' Sweaters

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

49c

Hat & Scarf Set

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

49c

Girls' Headwear

Final clearance of all headwear, including knit toques or felt and novelty hats. Broken assortments.

19c

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

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

39c

Tots' Cotton Wash Dresses

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.

39c

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 flat lace cloth. Limited quantity. Reduced for clearance. —Downstairs at Ayres.

Smashing Values in EVERY DEPARTMENT

Tomorrow at 9:30 the curtain rises on a smashing value-giving event! Just at the beginning of the spring season, when new merchandise is coming in by leaps and bounds, we find that we do not have enough space to permit us to arrange it as conveniently as possible on the floor. So, we've decided to have one grand final clearance sale... to clear away our odds and ends, our broken sizes, colors and assortments of Ayres Quality merchandise. Every item is drastically reduced! In most cases quantities are limited. So Please, NO MAIL, PHONE or C. O. D. Orders!

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 \$5.00 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 value 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 oxfords 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

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!

39c

Wool Sports Frocks

Just 50 wool sport dresses in smart styles and wanted colors. Sizes 14 and 16 only.

79c

Women's Sweaters

100 wool slipover sweaters in smart plain colors and patterns. Broken sizes, styles and colors.

\$1.29

—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.

