

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

(REGISTERED)

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

A VALUE
So HOT
That We Can Offer
It for One Day
Only—FRIDAY!

No. 16

Here's Important News!

A \$1.98 Skirt
A \$1.98 Sweater

Both
For— \$3.39

(Or If You Wish ... 2 Skirts for \$3.39 ...
or 2 Sweaters for \$3.39 ... or 1 Skirt
for \$1.79 ... or 1 Sweater for \$1.79)

THE SKIRTS—In all wool flannel, crepe or mixtures. Choices of blue, black, brown, green, checks, or patterns. Pockets, buttons, pleats, gores, are the new fashion features. Sizes 24 to 32.

THE SWEATERS—We've more sweater styles than you can shake a stick at. All-wool zephyrs in plain pastel colors or combination colors. Long or short sleeve styles. Sizes 34 to 40.

No Mail or Phone Orders



A Friday Fashion Spree for Women!

★
The 2-Pc. Print
Jacket Suit
\$3.98

★
The Printed
Dirndl Dress
\$3.98

★
Navy Teams Up With
Buttercup Yellow
\$3.98

A youthful print jacket suit dress. The jacket to this coat looks for all the world like a jigger coat. Note the cute shoulder detail. The skirt has a modified flare. Sizes 14 to 20 in the group.

The style you are hearing so much about ... the darling of the season ... copied from the gay Tyrolean peasant fashions. Note the gathered waistline and the full skirt. Sizes 14 to 20 in the group.



Friday Only!

Sale! Spring Hats

\$1.00
EACH

Felts! Straws! Fabrics!

Clever new spring styles in the colors and fabrics making fashion headline news! Choice of felts, fabrics, straws in breton, brim or off-the-face styles. Black, brown, navy and pastel colors. Sizes 22 and 23.

—Downstairs at Ayres.

★
For Those Women Who
Like the Comfort of
a Cotton Slip!

Swinging Panel
Wraparound

Slips
39c

The wraparound feature insures perfect freedom of action and makes the garment shadow-proof. Built-up shoulders and California V top. Sizes 36 to 44. White only. The features are:

1. Built-up Shoulder.
2. Excellent Tailoring.
3. Smooth-fitting Double Yoke (on California Top).
4. Rip-proof seams.
5. Shadow-proof panel.
6. No-sag Hem.

Built-up shoulder style also available in sizes 46 to 52.

—Downstairs at Ayres.

★
Spring Dressmaking Materials
for Your Own Home Sewing Needs!

Remnants of Printed

Acetate Crepes

59c
Yd.

It's smart to do your own sewing ... and tomorrow we show you how to economize on your new materials. These printed acetates are 100 denier and come in a wide assortment of patterns including wide spaced prints. Black, brown, navy, wine, red and green grounds. Remnant lengths from 2 to 6 yards.

White or Plain Color

Wash Cottons

15c
Yd.

New spring cotton in various weaves and materials suitable for spring and summer sewing. In white or plain colors. For smocks, uniforms, play suits, house dresses, etc.

★

Extra Large—Extra Heavy

Bath Towels, 3 for

\$1.00

Size 24x46 inches and they're extra heavy quality, so they'll absorb lots of water. White with colored borders. Classed as seconds.

★

Linen Napkins 10c ea.

Size 12x12 inches. Hemstitched. Semi-bleached.

—Downstairs at Ayres.

Seconds of Our Regular \$1.98

"Truth" Mattress Covers

Sale
Priced
At—

\$1.49

Seconds!
Seamless!
Full or Twin!

A very special event while the quantity lasts! Seconds of our regular \$1.98 "Truth" mattress cover. They're full cut for either twin or full size beds. Seamless, so that your sheets or blankets will not wrinkle under you!

Percale Comfort Covers

These are seconds, and because they are so classed you save. Pretty print patterns in fast color percale. Ready-to-use.

\$1.00

—Downstairs at Ayres.

3x5 \$3.95 4x6 \$4.95
2x9 \$4.95 2x12 \$6.95

—Downstairs at Ayres.

• Sarouk Patterns

• Bokhara Patterns

• Ferehan Patterns

• Shiraz Patterns

A Suit + Plus a Topper=Equals a Complete Spring Outfit!



Friday Only!

A Suit and a Topper

Both
for— \$19.90
Save \$2.00

If Purchased Separately \$10.95 Each

A versatile fashion ... versatile in smartness and service! Here we show you three-ways to wear this outfit ... and we know you'll invent other smart ways. The SUIT is a man-tailored, single breasted style. This comes in sizes 11 to 19 or 12 to 20. Flannels, worsteds, shakskins. The TOPPER is a lovely wool fleece. Sizes 11 to 17 and 12 to 18.

—Downstairs at Ayres.

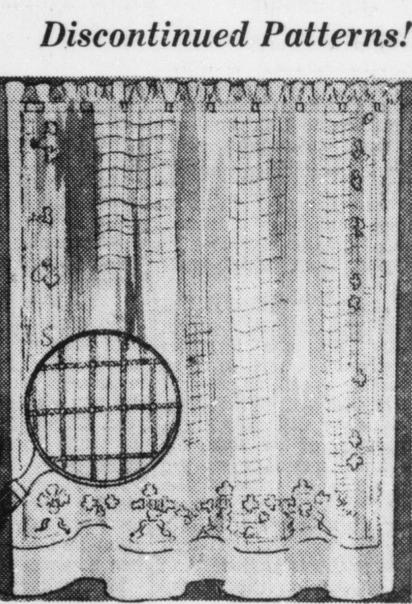


Colors:
Blue
Gold
Grey
Shrimp

Close-Out SALE!

Scranton Lace Panel Curtains

\$1.00
EACH



You save, because they're close-out patterns. Choose from 15 different patterns ... but limited quantities in some of the patterns ... 18 to 40 of a style. In shantungs, shadow and combination weaves, 40 and 45 inch widths ... 2 1/4 yards long. Slotted tops ... ready to hang.

—Downstairs at Ayres.



They Look Like Real Orientals on the Floor!

Oriental Reproductions

Size 24x40 Inches!

With Colors Woven Thru to Back!
Made of Cotton With Fringed Ends!

\$1.00
EACH

So true in reproduction are these cotton Oriental throw rugs that they look like real Oriental throw rugs on your floor. Every rug is fringed with fringe woven into the rug itself, not merely sewed on. Every rug woven thru-to-the-back. Large selection of patterns, sizes and colors.

—Downstairs at Ayres.