

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 mix-
tures. Choice 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



Friday Only!

Sale! Spring Hats

\$1.00
EACH

Felts! Straws! Fabrics!

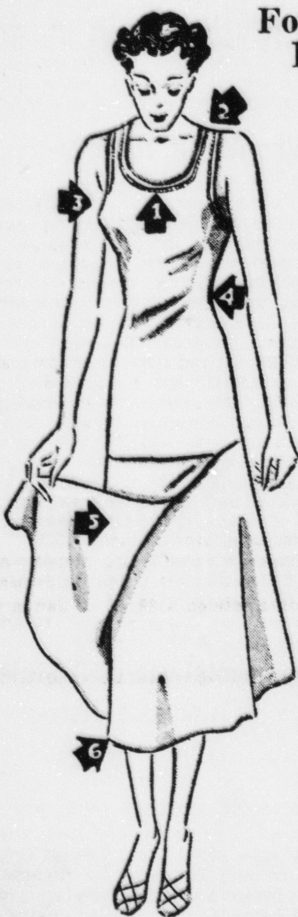
Clever new spring styles in the colors and fabrics mak-
ing fashion headline news! Choice of felts, fabrics,
straws in breton, brim or off-the-face styles. Black,
brown, navy and pastel colors. Sizes 22 and 23.

—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 shoulder 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 avail-
able 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

Size 24x46 inches and they're ex-
tra heavy quality, so they'll absorb
lots of water. White with colored
borders. Classed as seconds. **\$1.00**

Linen Napkins 10c ea.
Size 12x12 inches. Hemstitched. Semi-bleached.
—Downstairs at Ayres.

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 in-
vent 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,
sharkskins. The TOPPER is a lovely wool
fleece. Sizes 11 to 17 and 12 to 18.

—Downstairs at Ayres.

Colors:
Blue
Gold
Grey
Shrimp

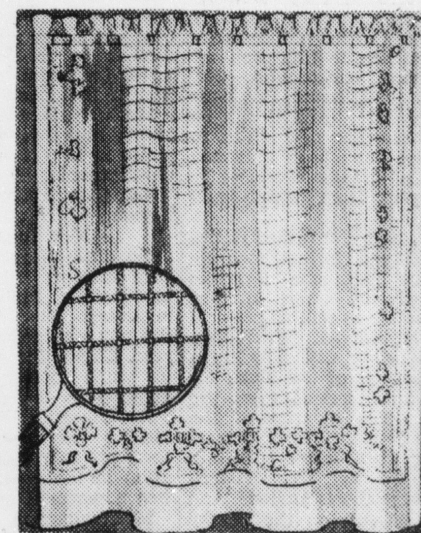
Close-Out SALE!
**Scranton Lace
Panel Curtains**

\$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 shantung, shadow and
combination weaves. 40 and 45 inch
widths... 2 1/4 yards long. Slotted
tops... ready to hang.

—Downstairs at Ayres.

Discontinued Patterns!



A Friday Fashion Spree for Women!

★
The 2-Pc. Print
Jacket Suit
\$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 de-
tail. The skirt has a mod-
ified flare. Sizes 14 to 20
in the group.

★
The Printed
Dirndl Dress
\$3.98

The style you are hear-
ing so much about...
this darling of the season
... copied from the gay
Tyrolean peasant fashions.
Note the gathered waist-
line and the full skirt.
Sizes 14 to 20 in the group.

★
Navy Teams Up With
Buttercup Yellow
\$3.98

This navy crepe is youth-
ful and so very flattering.
The wrap-around effect
with the kick pleats in the
skirt give this dress charm
and smartness. Sizes 11
to 19.
—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!

Percal Comfort Covers **\$1.00**
These are seconds, and because they are so classed you save. Pretty
print patterns in fast color percale. Ready-to-use.
—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.

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

—Downstairs at Ayres.

• Sarouk Patterns
• Bokhara Patterns
• Ferehan Patterns
• Shiraz Patterns