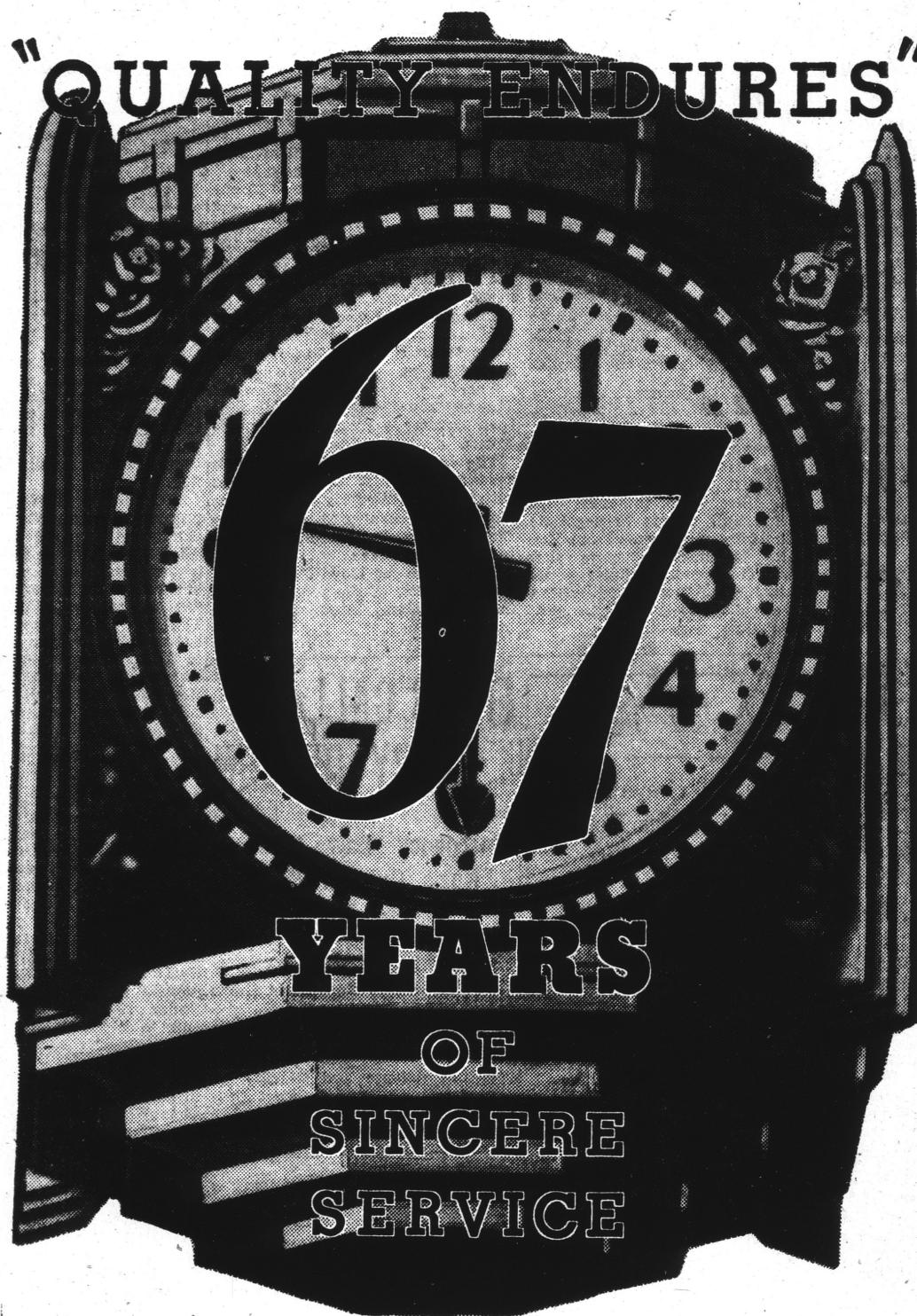


AYRES DOWNSTAIRS STORE'S

Anniversary Sale ENDS Saturday



Tomorrow evening at 5:30, our doors will close on one of the most remarkable Anniversary Sales in our history! It has been remarkable in many ways: We have provided values that, to many of us, seemed utterly impossible! We've maintained standards of **QUALITY** that soared high above the price level involved! But most remarkable of all . . . has been the acute sense of values which guided so many thousands of people unerringly to our doors to share in the finest bargains we've ever offered. We stand amazed . . . and grateful . . . at the very generous support the people of Indiana have given to this event . . . truly "The Sale of the Year!" However, all good things must come to a close, and tomorrow is the time. But remember, you still have **EIGHT PRECIOUS HOURS** in which to complete your fall and winter shopping . . . and here's a tip . . . join the hundreds who are taking advantage of sale prices to lay away their **CHRISTMAS GIFTS NOW!** Why not plan **NOW** to dedicate tomorrow to a family shopping spree . . . choose warm apparel for your entire family—and things to brighten your home . . . come early and spend the day!



Remember: Until the Last Minute of the Last Hour of the
Sale . . . Anniversary Standards Remain:

1. Seasonable, Wanted Merchandise.
2. A Complete Color and Size Range.
3. In Fall, 1939, Fashions.
4. Of Regular Ayres' Standard Quality.
5. Freely Offered With Full Regular Ayres' Service.
6. At the Lowest Possible Prices.

Plan to Be Here When the Doors Open at 9:30