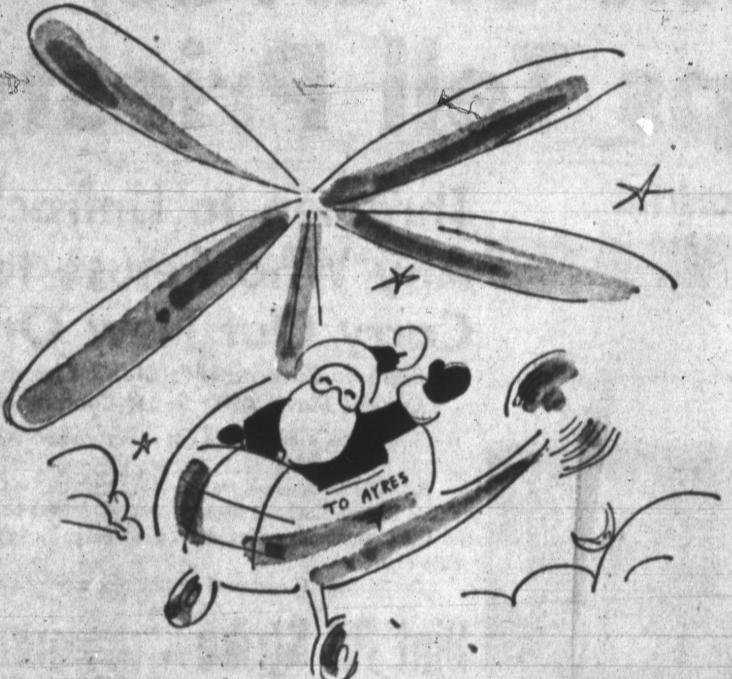


**L. S. Ayres & Co.** FRanklin 4411

Santa Claus Is Coming To Ayres' By  
**HELICOPTER!**



See him land at the State Fairgrounds tomorrow, Friday, November 25th, at 10 A. M. Rain or Shine.

"Santa Claus Specials" ... Illinois-Fairgrounds Street Cars will run to the Fairgrounds where Santa will land in front of the grandstand.



Take any seat in the grandstand to see all the excitement ... Indianapolis News Newsboys' Band playing ... a clown performing ... and Santa stepping out of the cockpit of his helicopter.

Watch for Santa as he leaves the Fairgrounds ... he'll drive west on 38th Street and south on Meridian Street to Ayres'.



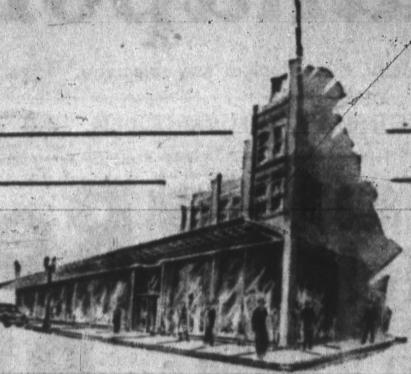
THEN — Around 11:00 a. m. — Santa will reach Ayres' Toyland — where he'll be with his busy little helpers ... ready to talk with all the boys and girls. Greet Santa ... and see hundreds of exciting toys ... dolls of every description ... trains that whistle and smoke ... velocipedes and bicycles! See all of these and lots more ... with Beloved Santa, at

Ayres' Toyland, Downstairs  
West Building

A gift From Ayres' Means More

**L. S. Ayres & Co.** FRanklin 4411

*The Men's Store, Complete On The Street Floor*



## After Thanksgiving CLEARANCE in our Men's Store

# 20% OFF and more

• NO MAIL OR PHONE ORDERS!

ALL ITEMS SUBJECT TO PRIOR SALE

### Men's CLOTHING

- (61) Men's Suits, originally 45.00 ..... 29.95
- (106) Men's Suits, originally 59.00 to 65.00 ..... 46.95 and 49.95
- (106) Men's Suits, originally 85.00, 95.00 and 105.00 ..... 67.95 to 79.95
- (75) Men's Two-Trouser Suits, originally 56.00 ..... 44.95
- (100) Men's Outer Coats, Originally 34.50 to 95.00 ..... 24.95 to 69.95

Ayres' Men's Store, Street Floor, South Building

### Men's SPORTSWEAR

- (32) Fine Sport Coats, originally 65.00 and 75.00 ..... 49.89 and 54.89
- (32) Corduroy Jackets, originally 22.50 and 27.50 ..... 17.89
- (8) Fine Suede Coats, originally 52.50 and 65.00 ..... 39.89
- (7) Heavy-Duty Jackets, originally 27.50 and 38.50 ..... 21.89

Ayres' Men's Store, Street Floor, South Building

### Men's HATS

- (32) Quality Imported Hats, originally 15.00 and 20.00 ..... 10.99 and 14.99
- (48) Fine Felt Hats, originally 10.00 to 16.50 ..... 6.99 to 10.99

Ayres' Men's Store, Street Floor, South Building

### BOYS' CLOTHING

- (29) Cadet Suits, originally 25.00 and 27.95 ..... 19.99
- (19) Junior Suits, originally 22.50 ..... 14.99

Ayres' Boys' Shop, Fourth Floor



OPEN MONDAYS  
FROM NOW UNTIL CHRISTMAS  
SHOP 9:00 to 5:25  
DAILY

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