## L. S. Ayres \& Co.

N INDIANA'S GREATEST DISTRIBUTERS OF DRY GOODS

## Just Store Talk Thats all

But wonderful how it dovetails into the fashion literature of the day. A little style is
good for the best of us and a bit of economy doesn't hurt the wealthiest.
The Ayres store has long kept one aim--one ideal--in view, namely, to be first on the
market with fashion's fairest fancies and to price them in a way to compel your confidence.

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| Carreau Silks A novelty, certainls, but a charming one. |
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| y counterfeit silk, and "foulard" |  |
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L. S. AYRES \& CO.

