

# UNEQUALED REDUCTIONS IN WOMEN'S APPAREL

# JANUARY MARK-DOWN SALE!



An Event That Will  
Be Well Worth the  
Time of  
Discriminating  
Women to  
Investigate

Extra  
Salesladies  
to Maintain  
Our Standard  
of Service



26-28 W. Washington St., Next to News Building

Truly the Most  
Remarkable Values  
Ever Offered in  
the History  
of the  
Hudson Stores



All  
Sales  
Final

Beginning Saturday Morning at 8:30

## COATS DRESSES

Hudson smartest fashions, the newest materials, the finest furs—in the JANUARY MARK-DOWN SALE! An opportunity is now given to every woman and miss, at the price she wishes to pay, the widest choice and the utmost in value.

COME EARLY!

—Third Floor—

Hudson Mark-Down Group  
All Coats Originally Selling  
Up to \$59.50—Now—

\$39

Hudson Mark-Down Group  
All Coats Originally Selling  
Up to \$75—Now—

\$49

Any woman or miss will be proud as well as safe by buying one of these coats.  
Also  
French Room Coats  
Formerly selling from \$195 to \$350 at  
EXTREMELY LOW  
PRICES NOW

Presenting the most sensational values of the season in this great Mark-Down event. We are offering the women of Indianapolis these rare dress values at unusually low prices. The newest materials, the newest colors—it's to your advantage to

COME EARLY!

—Second Floor—

Hudson Mark-Down Group  
All Dresses Originally Selling  
Up to \$25—Now—

\$16.50

Hudson Mark-Down Group  
All Dresses Originally Selling  
Up to \$35—Now—

\$22.50

All of our cut velvet dresses, formerly priced at \$50, to go at \$22.50.  
Also  
New Spring Dresses  
An advance showing of beautiful new frocks priced reasonable.  
\$15 AND UP



### Hudson's Economy Basement

Fur-Trimmed—Fur-Collared—Fur-Cuffed

WINTER

## COATS

Women and Misses Who Secure These Coats Tomorrow  
Will Receive Values for Above the Price Paid

\$18

Formerly Priced  
\$25 and \$35

All the Season's Favorite Colors and Fabrics

\$28

Formerly Priced  
\$39.50 and \$45



### Hudson's Economy Basement

For Business—For Sports—For Party Wear

## DRESSES

Every Dress Is "New From the Needle"—and Advance  
Spring Style—at a Price—Well, See for Yourself

\$10

An Attractive Array of New  
est Spring Styles and Colors Only 150 Fall Dresses at  
This Price. Formerly \$16.50

Nothing but the Best and Newest Fabrics



Where Smart Style Meets Moderate Price in Women's and Misses' Wearing Apparel

