

UNEQUALED REDUCTIONS IN WOMEN'S APPAREL JANUARY MARK-DOWN SALE!



Extra Salesladies to Maintain Our Standard of Service

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



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.

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—its' to your advantage to

COME EARLY!

COME EARLY!

—Third Floor—

—Second Floor—

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

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

\$39

\$16^{.50}

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

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

\$49

\$22^{.50}

Any woman or miss will be proud as well as safe by buying one of these coats.

All of our cut velvet dresses, formerly priced at \$50, to go at \$22.50.

Also
French Room Coats
Formerly selling from \$195 to \$350 at
**EXTREMELY LOW
PRICES NOW**

Also
New Spring Dresses
An advance showing of beautiful new frocks priced reasonable.
\$15 AND UP



Hudson's Economy Basement

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



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

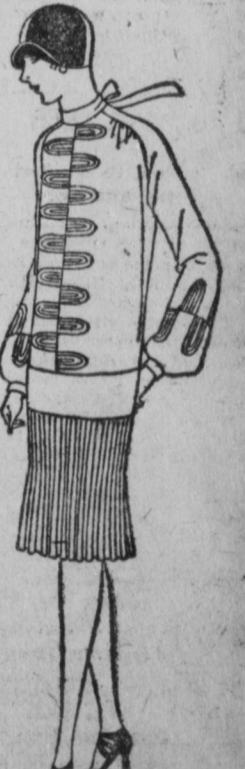
\$10

An Attractive Array of Newest Spring Styles and Colors

\$8

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

