

DOWNSTAIRS AT AYRES

ECONOMY

FOR ECONOMY DAYS!

1,000 Dresses

At Unusual Savings!

\$3.00



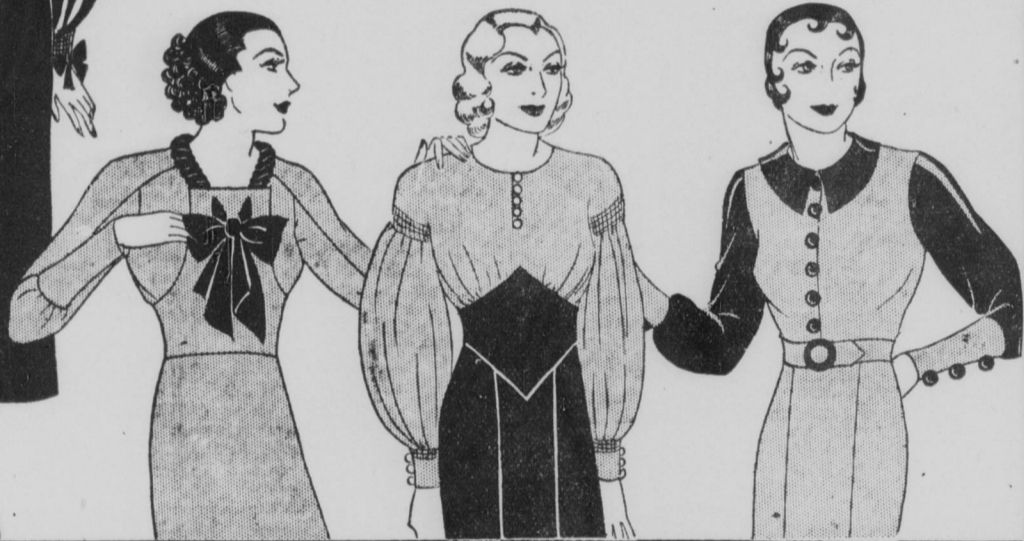
—Sunday Night Styles!
—Tailored Models!

—Street Frocks!
—Business Frocks!

These fine dresses were very special values at our January Sale prices! For Economy Days they have been STILL FURTHER REDUCED! This is a splendid opportunity to choose two or three dresses to "tide you over" into the spring season. Dresses of quality—nicely made of smart fabrics—up to the minute in fashion! There are two-piece styles, Victorian sleeves in glorious variety, cape styles, etc. In sizes for juniors, misses and women.

—Rough Crepe —Canton Crepe —Jericho Crepe
—Novelty Wools —Satin-Back Crepe

—Downstairs at Ayres.



Only 2 More Days in Our JANUARY SALE of

FULL-FASHIONED REAL SILK Chiffon Hosiery

—All Pure Silk to
Tops
—Some "No-Hole"
Hems
—Some With
"Hem-Guard"

39c

—Some With Lace
Tops
—All Have Picot
Edge
—42 or 45-Gauge

We warn you! One of the greatest hosiery values we have ever heard of is passing into history! Only two more days! Every pair is full fashioned—pure silk to the tops... and many have the exclusive "No-Hole" hem feature. Substandards of a quality that sell regularly at many times this price. Sizes 8½ to 10½.

—Downstairs at Ayres.



JANUARY SALE!

Fine Broadcloth SMOCKS

In Smart,
Dressy
Styles!

88c

Made
in
Indianapolis

Only TWO MORE DAYS to buy these fine smocks at this very special January Sale price! Offered in several styles—with fitted waists, diagonal closings, high necklines, some with check sleeves in matching color. In sizes for misses and women.

White Broadcloth Uniforms 88c
This is the lowest price we have ever offered on uniforms of this quality! Every one is fully sanforized (pre-shrunk). For nurses, waitresses, maids, etc.

—Downstairs at Ayres.



Infants' Bargains

27x27-In. Diapers, Doz. 89c
Genuine "Amoskeag" diapers in either Birdseye or flannelette.

Infants' Outing Wear .25c
GOWNS, KIMONOS or GERTRUDES made of good quality cotton outing flannel.

Carriage Blankets . . . 89c
Hand-made carriage covers with fringed ends. Also large size wrapping blankets with nursery designs.

Knitted Binders . . . 19c
Adjustable, tie style. Part-wool with rayon stripe.

Slipover Sweaters . . . 59c
All-wool or wool-and-rayon; V neck or collar style; applique and embroidery trimming.

First Quality Hose . . . 19c
Rayon, cotton and wool stockings in white only. 4 to 6½.

Rubber Pants . 3 Prs. 25c
Full cut, made to fit snugly; ventilated.

Infants' Knitted Caps . 39c
Wool or wool-and-rayon. A high grade sample line.

Receiving Blankets . . 19c
White with pink or blue stripes.

Knitted Booties . . . 19c
Wool or wool-and-rayon; half or knee-length.

Infants' Wool Shawls . \$1
Basket weaves and honeycomb weaves; embroidered and applique trimmed; a sample line.

Stockinette Sheets . . 49c
Heavy, waterproof sheets with eyelets in corners. 27x36 inches.

Nainsook Gertrudes . 29c
Hand sewn French seams; scalloped edges; button on shoulder.

45x72-Inch Sheets . . 49c
Fine quality "Fruit-of-Loom" muslin sheets.

Sample Coats . . . \$1.59
Rayon or silk crepe coats trimmed with fancy stitching embroidery or smocking; full lined. Also chinchilla coats with beret to match.

Infants' Shirts 29c
Double-breasted shirts of cotton with rayon stripe; button at sides; tie at neck. Sizes 2 to 6.

Infants' Stockings, 10c Pr.
Rayon plaited hose. Irregulars. Sizes 4 to 6½.

Madeira Dresses . . . 59c
Hand-embroidered and scalloped dresses with set-in sleeves; plain and yoke styles.

Children's Bargains

Outing Sleepers . . . 29c
Children's cotton outing flannel sleepers or pajamas; second; sizes 2 to 8.

Play Suits, Each . . . 59c
Sample line of chambray suits, applique trimmed. 2 to 8.

Jersey Suits, Ea. . . . 59c
Wool jersey brother and sister suits; pleated skirt or boys' short pants—complete with blouse. Sizes 2 to 6.

Boys' Wash Suits . . . 39c
Broadcloth or cotton linene; nicely trimmed; 2 to 6.

Warm Helmets, Only 10c
Suede cloth or velour; full lined; 4 colors.

Combinations . . 3 for \$1
Girls' rayon dimple cloth combination suits; band or elastic knee. Sizes 2 to 16.

Bargains for Girls

Wool Pleated Skirts . 59c
Wool flannel, serge or novelty weaves! on bodice top; 7 to 14.

Slipover Sweaters . . 59c
Novelty knitted wool sweaters in plain colors or fancies.

Knitted Dresses . . . 29c
Cotton knitted frocks for girls; sizes 7 to 14.

Girls' Wash Frocks . 49c
Smartly styled dresses made of fine 80-square prints. Fast colors; sizes 7 to 14.

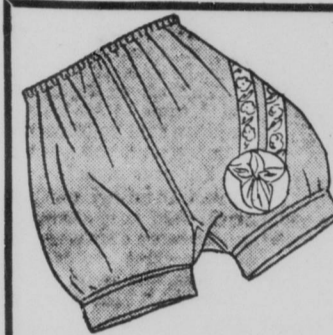
Hosiery Bargains

Women's Rayon Hose 25c
Charbonized (delustered) rayon hose in smart colors; first quality; sizes 8½ to 10½. Also odds and ends of firsts and irregulars reduced to clear. 15c Pair.

Children's Hose . . . 10c
Odd lots of our better stock reduced for Economy Day—rayon plaited, lisle, novelty weaves, etc.

Boys' Golf Socks . . . 15c
Or 2 pairs for 25c. Gay jacquard patterns; close-fitting top; first quality; 7 to 9½.

TOMORROW is a "high point" in our January Thrift Sale. Special SAVING VALUES for this great two-day sale—in Indianapolis "sit up and take notice!" There are BARGAINS bargains that stand for quality... fashion... durability! Do



Pure Dye—Chalk Finish
Rayon Underwear

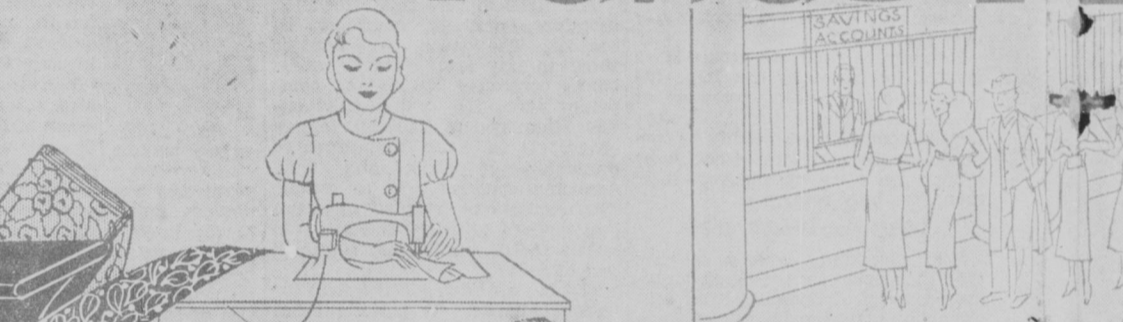
—Chemise —Vests —Panties
—Bloomers —Stepins

Plain tailored style or beautifully trimmed with lace or applique. These are garments of unusual quality, offered at nearly HALF-PRICE.

35c

—Downstairs at Ayres. 3 for \$1.00

SEW and SAVE



Only Two More Days

Sale of New SPR

Silks.. Rayons.. Wash Goods

New Silk Prints

59c Yard

Hundreds of yards of the very newest spring prints of the sort that are being used in newest ready-made dresses. Silk of splendid quality—offered at far below market price.

—STRIPES —PLAIDS
—CHECKS —FLORALS

Silks and Rayons

39c Yard

All-silk flat crepe, canton crepe, georgette or chiffon. Also all-rayon prints, crepes and sheer weaves. In remnants, dress lengths and full bolts.

CORDUROY REMNANTS

35c Yard

Here is one of our "prize" items! Fine quality corduroy at the lowest price we ever heard of, and just at the time when it is most popular. Used for scores of types of apparel. Offered in remnant lengths from 1 to 4 yards—just the lengths you would choose if buying from the bolt!

—Lavender —Tan —Gold
—Green —White —Red

"Package Sale" of F

Here's a new dress—and a NEW IDEA! The "Scarf Dress" has just a feature of our Sew-and-Save Sale we offer a "package sale" of our silk to make a dress for yourself at a fraction of the cost of one that has been expertly matched, cut into proper length and ready for your choosing. All pure silk fabrics and dozens of color combinations! Several made-up dresses in the department.

Thousands of Yards

Wash G and Curtain

10

Plain Broadcloths

Fine quality; in white and colors.

Cotton Tweed Prints

A variety of dark colored prints.

Printed Broadcloth

Heavy quality; in a wide selection of patterns and colors.

Printed Shirtings

Percales and broadcloths in woven and printed shirting patterns.

Plain Satine

Plain colored satine (cotton) with a soft lustrous finish.

Printed Linene

Large, gay colored prints on tan or colored grounds; all cotton.

Printed Pique

Heavier cotton sports weaves including pique and mesh.

Rayon and Cotton Crepe

In white and lingerie shades.

80-Square Printed P

Remnants of "Rumson" and other

cales in a tremendous assortment of

large prints, stripes, checks, etc., all

lengths.

BARGAINS for Your Home and Your Family!

AYRES' DOWNSTAIRS