

AYRES' DOWNSTAIRS STORE

Tomorrow at 9 A. M.—Our January Sale of NEW SPRING WASH FROCKS

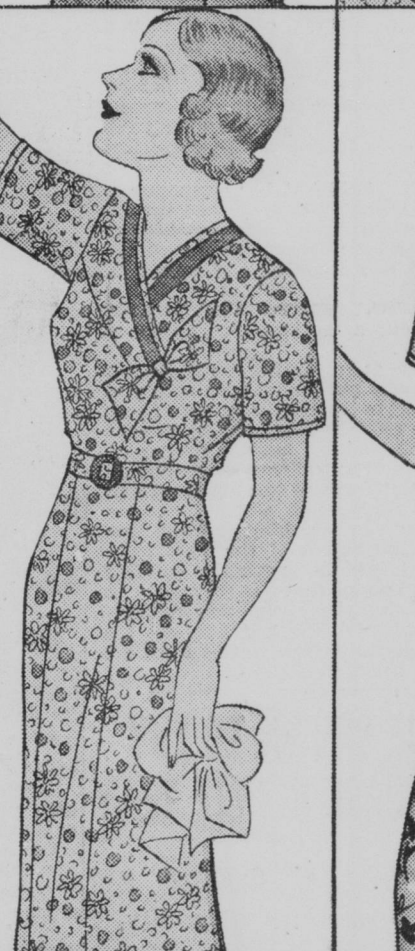
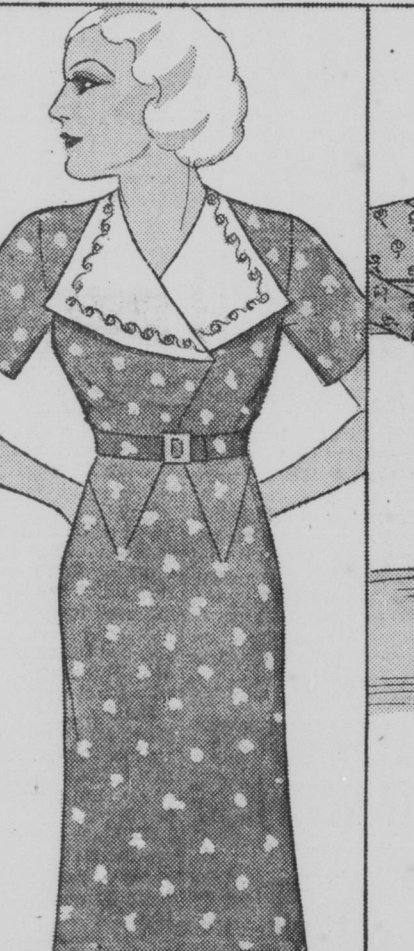
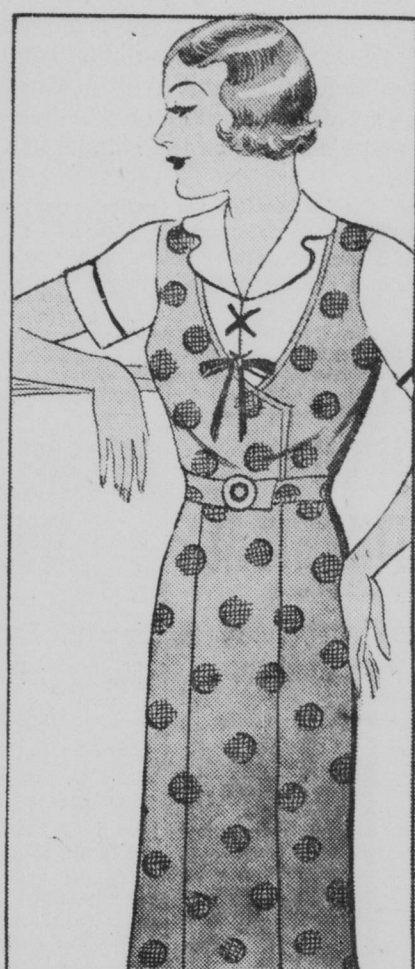
Just 3,000 of Them—NOT the Largest
Quantity Ever Offered in the City—
But the Most Outstanding QUALITY
You'll Find in a "Blue Moon"—at

50c

THIS is one of the most UNUSUAL house dress sales we know of! The dresses were not purchased from ONE manufacturer—instead the very "hottest numbers" were chosen from several better makers. Besides, we assure you that these are dresses of better QUALITY—offered at a real saving! Included is a great group of "Janalene" frocks—made right here in Indianapolis.

Beautiful new "missy" styles—styles for matrons—styles for older women. Short sleeves and long sleeves. Fine-woven prints—percales—plain color line (cotton). Sizes 13 to 54—but not in all styles.

GUARANTEED NOT TO FADE!



JANUARY SALE!

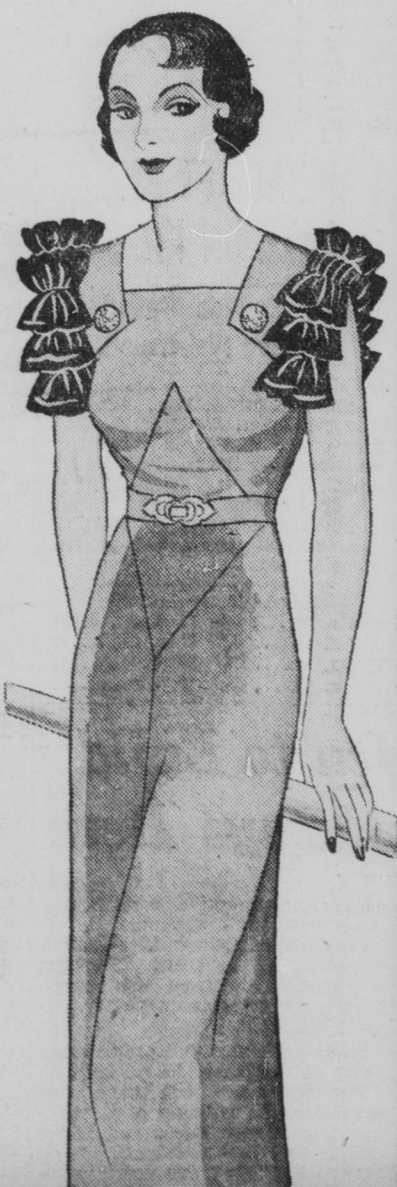
Women's and Misses'
DRESSES
\$3.00

—Street Frocks —Sports Frocks
—Business Frocks —Tailored Lines
—Sunday Night Dresses

You save about half on nearly every one of these beautiful frocks... and all of them are just the type that will be worn until late in the Spring! They are quality dresses, nicely tailored, and in smart fabrics. Included are one and two-piece styles, Victorian sleeves, cape styles, beautiful trimming details, etc. In sizes 14 to 20 for misses—38 to 46 for women.

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

—Downstairs at Ayres.



Special January
CLEARANCE
Corsets and Girdles

Drastically
Reduced **\$1.59**

Here's a BARGAIN in foundation garments that you can't afford to miss! Just 176 much higher priced garments of extra fine quality—garments that really fit! Corsets, girdles and a few girdle brassieres—in beautiful brocades, etc. Not all sizes in every style.

**Two-Way Stretch
Elastic Girdles**
With Rayon Brocade Front

Friday
Only! **\$1.00**

Girdles of two-way stretch elastic are the fastest selling foundation garments on the market—and this is probably the lowest price you'll find! They don't "crawl" up nor down. Sizes 25 to 32.

All Sanitary Goods REDUCED!

Sanitary aprons, stepins, belts, napkins, dress shields, etc.
—Downstairs at Ayres.

JANUARY SALE!

Girls' New Spring
Wash Dresses
Of "Indian Head" Percale

Friday
Only!

50c

One of the smartest groups of school girl styles we've seen—with workmanship and fabrics of a quality that is surprising—and offered for Friday only at a very special saving! There are jumper styles, eton effects, puff sleeves, tailored models, pleated skirts, etc. Made of fine "Indian Head" percale in floral, check, polkadot, and novelty prints. Sizes 7 to 14.

Girls' Sweaters
\$1.00

A new shipment of beautiful spring sweaters in lacey weaves—with puff sleeves, blousey types, etc. In gay new colorings. Sizes 7 to 14.

—Downstairs at Ayres.

