

The "BUY WAY" OF INDIANAPOLIS AYRES DOWNSTAIRS STORE

(REGISTERED)



Infants' Outfitting Sale

An Annual January Event That
Brings Important Savings to
Mothers—and Mothers-to-Be!

BOOTIE SETS—3-pc.
knit wool sets, cap,
sweater booties . . . 94c

RECEIVING BLANKETS—soft fleece, pink,
white, blue 14c

WRAPPING BLANKETS—Warm fleece
Beacon blankets. Colors 24c

CRIB SIZE BLANKETS
36x50 full size. Pink
and blue 54c

FLANELLETTES
GOWNS—Also wrap-
pers. White . . . Ea. 24c

GERTRUDES—Hand-
made, scalloped bot-
toms 24c

BUNTINGS—Blanket
cloth, zipper style with
hood \$1.84

BIRDSEYE DIAPERS—
Size 27x27 inches. First
quality Doz. 94c

SACQUES—Hand cro-
chet, novelty, weave,
pink, blue, white . . . 54c

FLANNELETTE DI-
APERS—Heavy quality
flannelette. 27x27. . . . Doz. 94c

COTTON SHIRTS—Fine
quality, double breasted
tie style 24c

BOOTIES—Hand-cro-
chet, white, pink or blue
trim Ea. 14c

HAND-MADE DRESS-
ES—Baby boy or girl
styles Ea. 44c

STOCKINETTE
SHEETS—Size 18x18,
24c. 18x27, 34c. 24x36,
54c.

BASSINET PADS—
17x18 14c
18x34 34c



January Sale! New Hats \$1.00

This January Sale brings you high fashion at a
thrifty low price. Choice of straws, petersham,
felts and combinations in small hat types, brims,
berets, turbans and off-the-face styles. Smart
mid-winter colors in black, brown and colors. Head-
sizes 22 and 23.

—Downstairs at Ayres.

JANUARY SALE! Women's Higher Priced Shoes

At a Sensational
Low Sale Price!

\$1.59

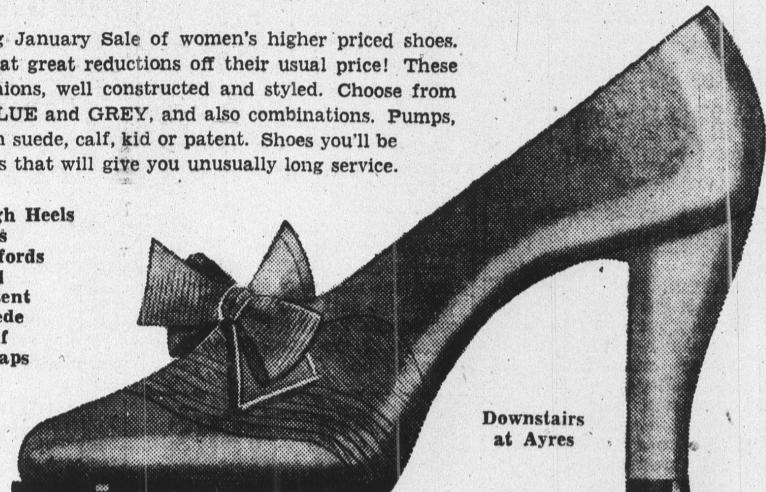
(Or 2 Pair
\$3.00)

PAIR

Tomorrow, a rousing January Sale of women's higher priced shoes. Specially purchased at great reductions off their usual price! These shoes are smart fashions, well constructed and styled. Choose from BLACK, BROWN, BLUE and GREY, and also combinations. Pumps, ties, straws, oxfords in suede, calf, kid or patent. Shoes you'll be
proud to wear! Shoes that will give you unusually long service.

Black High Heels
Brown Ties
Blue Oxfords
Grey Kid
Combinations Patent
Pumps Suede
Low Heels Calf
Medium Heels Straps

Sizes 3 to 9.
Widths AAA to C.



Downstairs
at Ayres

SHOP AND SAVE ON FRIDAY!

It Pays to Buy Quality Hose

REAL SILK DeLuxe Chiffon Hose

69c (Substandards)
PAIR

It pays to buy Real Silk DeLuxe Chiffon stockings . . . that's what women are finding out 365 days every year! For beauty, for service, for smart "go-with" colors Real Silk are your best bet. They're protected by the 10 guards men at every point of wear . . . they're pure silk from top to toe, and they're wonderfully sheer. In sizes 8 1/2 to 10 1/2.

No Mail or Phone Orders!
—Downstairs at Ayres.

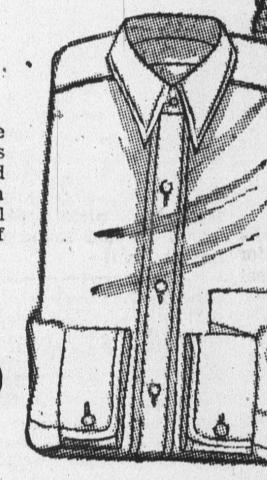
SHOP AND SAVE ON FRIDAY!

Here's a Real Economy
Price on Men's Quality

Ashecroft Shirts

79c EACH

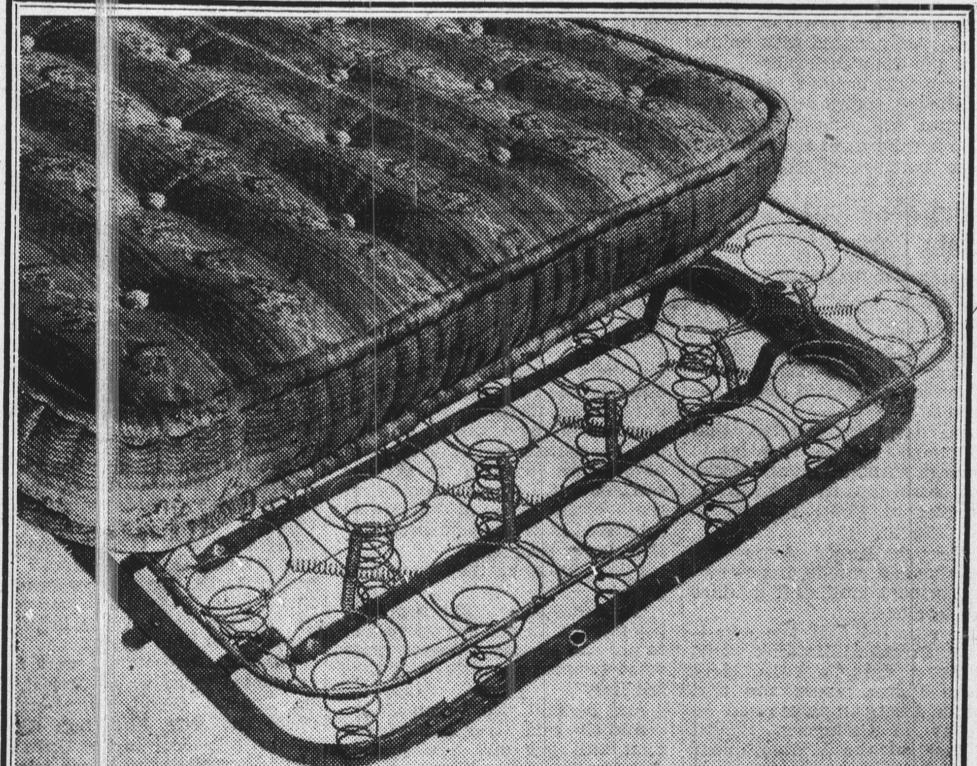
Ashecroft Shirts at 79c each are remarkable
"buys"! They're full cut, genuine broadcloths
with form-fitting collar, pleated sleeves, lined
center placket, a reinforced welt pocket and ocean
piping. For dress, for work, for school
wear one of these Ashecrofts and save yourself
money. Sizes 14 to 17.



- White
- Blue
- Grey
- Patterns
- Checks
- Stripes
- Sizes
14 to 17!

MEN'S SOCKS, 4 Pair
Serviceable hose in a big selection
of fancy patterns or plain colors. Sizes 10 to 12
in the group. Rayon mixed.

—Downstairs at Ayres.



JANUARY SALES!

Sheets, Towels Linens and Blankets!

All Linen DISH TOWELS 6 for
First quality all linen dish towels in the
popular 16x30-inch size. In 12 woven **\$1.00**
plaid designs. A fine linen weave.

Cannon Huck Towels 10c
A serviceable huck towel in white with colored borders.

22x44 Bath Towels 5 for \$1.00
Big size bath towels. White with colored borders. Heavy, serviceable
quality.

81x99 ENVOY SHEETS Each
Also 72x99 and 63x99-inch size at this price.
When these sheets are gone, the price will
be higher. Bleached a pure white. Torn
size before hemming.

81x99 Inch Truth Sheets \$1.10
Also size 72x99 and 63x99 inches. Torn size before hemming. Bleached
pure white with no filling. 2-year guarantee.

Mohawk Face Towels 15c
A small size heavy quality Turkish towel for face. White with colored
borders.

Lunch Cloths 25c each
Plaid cotton crash lunch cloths in popular 48x48-inch size. Choice of
several colors.

Dress Manufacturer's REMNANTS
Silks, rayons, acetates in many usable lengths for
dresses, tunics, etc. Not mill remnants . . . but rem-
nants from the cutting table of a dress manu-
facturer.

Wool Blanket Remnants As Marked
Heavy all-wool blanket remnants in sizes 36x45 up to 70x70 inches.
Many qualities.

Decorators' Samples 59c each
Showroom samples of fine quality fabrics in large size pieces that
have many uses.

PART-WOOL BLANKETS
\$1.69 \$1.98 \$2.29
66x80 70x80 72x84

Heavy quality double plaid blankets in choice of several smart colors.
Satin bound ends.

—Downstairs at Ayres.

January Sale-Combination Offer!

Simmons Mattress and a Slat Top Coil Spring

BOTH \$21.00

Save
\$3.90 by
Buying Both

THE MATTRESS is a sturdily built
Simmons roll-edge innerspring mat-
tress with many layers of felted
cotton. Made with hundreds of oil-
tempered springs. Durable striped
ticking. Full size. \$16.95 if bought
separately.

THE SPRINGS are 90-coil slat top
type, sturdily constructed and heli-
cal tied. Specially made for inner-
spring mattresses. Electrically tem-
pered. For full size beds. If bought
separately the springs would be
\$7.95.

Simmons Innerspring Mattress
You save dollars on this inner roll, innerspring mattress be-
cause the style and tickings have been discontinued. Full
or twin in size. Striped or A. C. A. ticking.
Other Simmons Mattresses \$16.95 and \$24.95

\$19.75
EACH

—Downstairs at Ayres.

January Clearance!

Women's and Misses'
Higher-Priced

SPORTS COATS

Reduced to

\$6.99
EACH

These sports coats have formerly
sold in our stock for \$10.75 . . .
but we want to clear our stocks
. . . and have reduced them to a
more low price. Smart, new coats
in plaid back, monotone fleeces
or novelty patterns. Swaggers,
Princess and fitted styles. Colors
in brown, oxford, navy, green, grey,
rust and red.

Sizes
11 to 19—12 to 20—38 to 42!

January Sale!

SPORTS COATS

\$15.88

Two big groups of sports and util-
ity coats at a generous big savings.
"Rain-r-Shine" twisted boucle
tweeds, or Barbour fleeces and
knitted fleeces. Sizes 12 to 46 and
11 to 19 in group.

—Downstairs at Ayres.