

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

FLANNELETTE GOWNS—Also wrappers. White... Ea. 24c

GERTRUDES—Hand-made, scalloped bottoms... 24c

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

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

SACQUES—Hand crocheted, novelty weave, pink, blue, white... 54c

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

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

HAND-CROCHET BOOTIES—Knee-length, white, pink, blue trim... 24c

10% WOOL SHIRTS—Double breasted style, elbow sleeve... 34c

WOOL SHAWLS—Honey comb pattern, white, pink, blue... 94c

FLANNELETTE DIAPERS—Heavy quality flannelette. 27x27. Doz. 94c

BASSINET PADS—17x18... 14c

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

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



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!

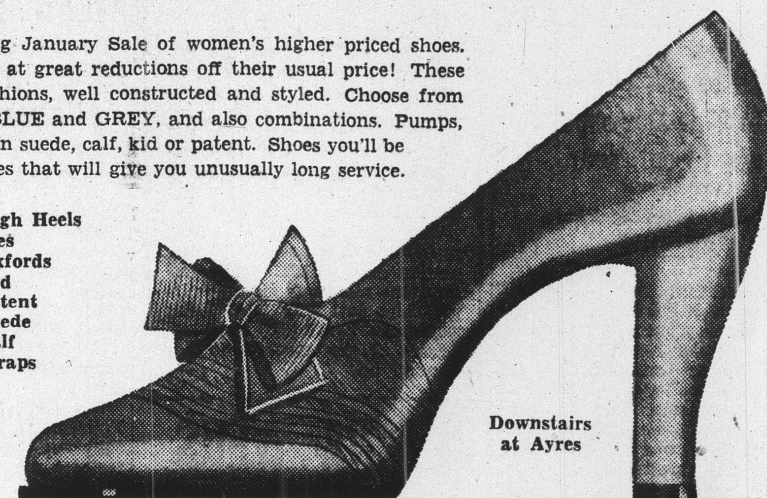
\$1.59 PAIR

(Or 2 Pair \$3.00)

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, straps, oxfords in suede, calf, kid or patent. Shoes you'll be proud to wear! Shoes that will give you unusually long service.

Black
Brown
Blue
Grey
Combinations
Pumps
Low Heels
Medium Heels

Sizes 3 to 9.
Widths AAA to C.



Downstairs at Ayres

SAVE ON RIDAY!

Women's Warm Tuckstitch Pajamas

\$1.00 PAIR

Sleep warm as toast in these tuckstitch pajamas in plain or pineapple weave stitch. 2-piece styles in several different models. Regulation and ski type pant bottom. In tearose or blue. Sizes 16 and 17.

Tuckstitch Union Suits Pr.

Built-up shoulder style with lastex at knee. Well reinforced. Classed as seconds. Small, medium and large sizes.

50c

Tuckstitch Vests or Pants

Built-up shoulder vests or snug fitting pants with lastex at waist. Well reinforced. Small, medium and large sizes. Seconds.

\$1.00

—Downstairs at Ayres.



SHOP AND SAVE ON FRIDAY!

It Pays to Buy Quality Hose

REAL SILK DeLuxe Chiffon Hose

69c PAIR

(Substandards)

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 guardsmen at every point of wear... they're pure silk from top to toe, and they're wonderfully sheer. In sizes 8½ to 10½.

No Mail or Phone Orders!

—Downstairs at Ayres.

SHOP AND SAVE ON FRIDAY!

Here's a Real Economy

Price on Men's Quality

Ashcroft Shirts

79c EACH

Ashcroft Shirts at 79c each are remarkable "buys"! They're full cut, genuine broadcloths with form-fitting collar, pleated sleeves, lined center plait, a reinforced welt pocket and ocean pearl buttons. For dress, for work, for school wear one of these Ashcrofts and save yourself money. 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.

\$1.00

—Downstairs at Ayres.



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

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 new 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 utility 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.

JANUARY SALES!

Sheets, Towels Linens and Blankets!

All Linen DISH TOWELS 6 for \$1.00

First quality all linen dish towels in the popular 16x30-inch size. In 12 woven 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 89c

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 49c

Silks, rayons, acetates in many usable lengths for dresses, tunics, etc. Not mill remnants... but remnants from the cutting table of a dress manufacturer.

Wool Blanket Remnants As Marked

Heavy all-wool blanket remnants in sizes 36x45 up to 70x70 inches. Many qualities.

Decorators' Samples 59c each

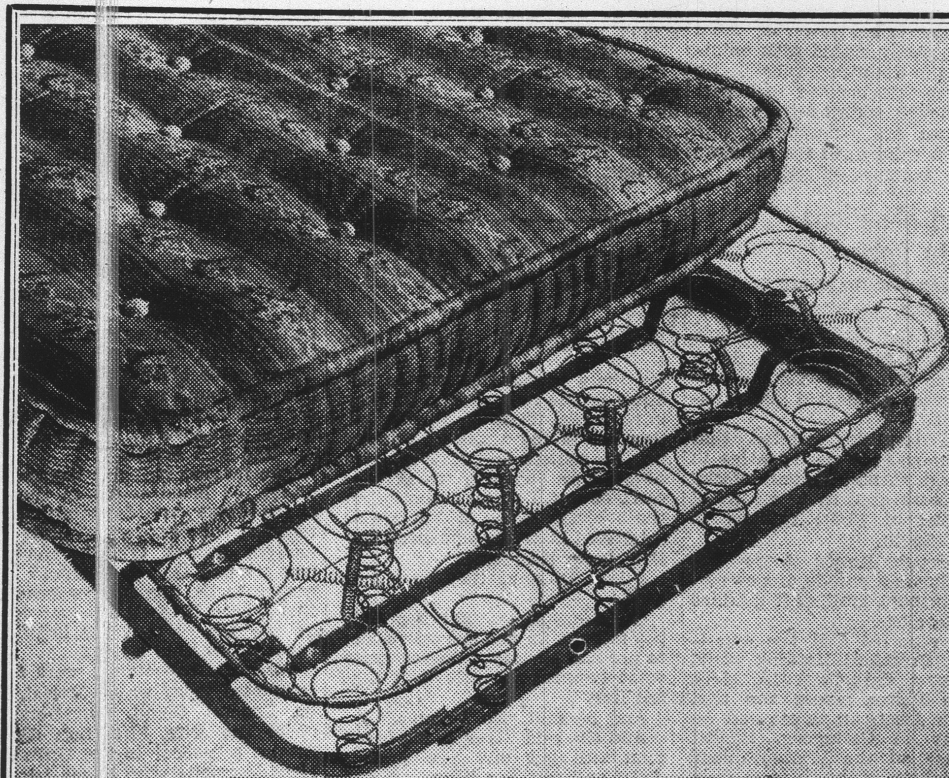
Showroom samples of fine quality fabrics in large size pieces that have many uses.

PART-WOOL BLANKETS \$1.69 \$1.98 \$2.29

66x80 70x80 72x84

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

—Downstairs at Ayres.



January Sale-Combination Offer!

Simmons Mattress and a Slat Top Coil Spring

BOTH FOR \$21.00

Save \$3.90 by Buying Both

THE MATTRESS is a sturdily built Simmons roll-edge innerspring mattress 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 helical tied. Specially made for innerspring mattresses. Electrically tempered. 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 because the style and tickings have been discontinued. Full or twin size. Striped or A. C. A. ticking. Other Simmons Mattresses... \$16.95 and \$24.95

\$19.75 EACH

—Downstairs at Ayres.