

The "BUY WAY" of Indianapolis

AYRES DOWNSTAIRS STORE

Friday! Exciting January Bargains! Shop and Save!

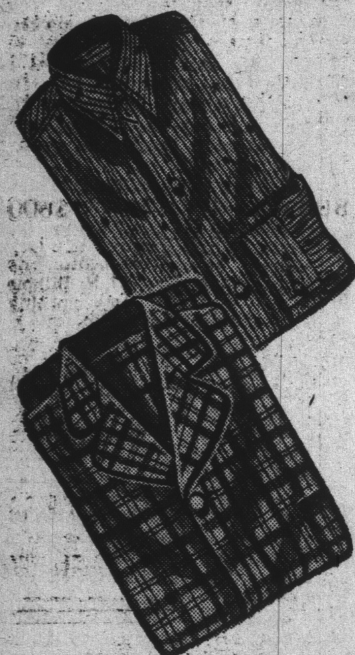
Tomorrow at 9:30! An Important
January Sale for Men!

2400 Pairs - Substandards of
**REAL SILK
SOCKS**
4 Pairs for \$1.00

A tremendous assortment at a sensational January Sale saving! Plain colors, heather tones, clock patterns. Made with the long-wearing "Real Silk" double toe, heel and sole. In browns, greys, blues, black, oxford. Sizes 9½ to 13 in group.

PLEASE, NO MAIL OR PHONE ORDERS!

★
JANUARY SALE!



**Men's Shirts
and Pajamas**
69c Each

500 BRAND NEW SHIRTS—Fast color fancy pattern shirts with stand-up collar. Nicely tailored shirts with 4-hole buttons and a gathered back and pleated sleeves. Sizes 14 to 17 in group.

500 PAIR OF PAJAMAS—Are all fast color patterns or plain colors. Coat, slipover or notch collar style. Full cut, well tailored styles. Sizes B, C, D in the group.

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Manufacturer's Overstock Sale!

New FELT HATS

½ Off
Regular
Price! \$1.00
Each

- Brims!
- Bretons!
- Off-Face!
- Turbans!

Smart new winter styles that you can wear until mid-spring. Bought at ¼ off the regular selling price. In choice of five colors. Head sizes 21½ to 23.

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- Black!
- Brown!
- Green!
- Rust!
- Wine!



JANUARY CLEARANCE!

Women's SHOES

Formerly
Sold at a
Much
Higher Price \$1.59
Pair

Women's higher-priced shoes reduced from our own stock! Black, brown suedes and smooth leather straps, ties, oxfords. For wear now and into the White Shoe season. Sizes 4½ to 9, AA to C widths, but not in each style.

WOMEN'S "CORLISS" SHOES—Reduced from \$3.50 a pair! Black, brown, green or burgundy colors in suede. Medium or high heels. All sizes from 4½ to 9, in group, but not in all styles.

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\$2.50
Pair

JANUARY SALE!

Tomorrow — A January Sale That
Brings You an Exciting Fashion
Group of

**200 New
Print Dresses**

At a Most Amazing-
ly Low January Sale
Price!

\$2.00
EACH

You thought prints were exciting fashions last winter, but wait until you see these new beauties. Just 200 advance spring styles in navy, black, green, wine or brown backgrounds with very new and interesting details and trims. Styled for street, for office, for daytime and afternoons.

Sizes 14 to 20—38 to 44!

A. The small flower print, widely spaced, on a black background. Note the zipper closing at neckline. A size 38 \$2.00

B. A neat and attractive spaced flower print on a brown background. Note the redingote effect to the skirt and wide patent belt. Size 14 \$2.00

C. A monotone print, employing white figures against a navy background. The lacing at neckline is wine-colored. A size 14 \$2.00

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JANUARY SALE!

A Golden Opportunity to
Buy You a Luxurious

FUR COAT

At a Considerable Savings!

\$48

• Princess, Straightline, Swagger Styles!

If you've waited until now for the fur coat of your dreams... then here's that coat... far below our regular price! Choose from a flattering Princess, Swagger or straightline style in black sealine (seal dyed rabbit). Each coat fully lined and guaranteed for two years. Rushing on collar and cuffs to protect fur. Sizes 12 to 20, 38 to 44.

at \$78.00

A Price Far Below Our Regular One!

Princess, swagger or straightline styles, fashioned of quality pelts. Lined with fine silk or satins. In black seal dyed rabbit only. Sizes 12 to 20 and 38 to 44. Also, sizes 27½ to 42½.

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January Combination Sale! 3-Pc.

Bed Outfits

- A Bed!
- A Mattress!
- A Spring!

\$24.95
Complete



THE BED—Choice of Twin or full size. Four poster or Jenny Lind style. Maple or walnut finish. In heavy hardwood construction. MATTRESS—Filled with hundreds of springy coils! Button tufted! SISAL insulated! Ventilators in sides! Taped edges! Durable ticking! Cotton Padded! SPRINGS—Full double deck springs with full depth coils! Tempered steel construction! Heavy angle-edge base!

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January Clearance!

**4-Pc. Hooked
Rug Combination**

- 1—27x54 Rug
- 2—24x48 Rugs
- 1—24x36 Rug

\$11.95
Complete

You Save \$3.85 at Sale Price!

Four lovely throw size hand-made hooked reproductions! Copies of rare old colonial hooked rugs. In 3 different patterns!

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January Sale!

1500 Yards of
Glazed Chintz

Remnants

10c
Yard

From one of the best manufacturers! Here is a wide assortment of beautiful patterns and the best colors for dozens and dozens of uses about the home. In useful remnant lengths.

Wash Cloths

6 for 25c

Heavy quality. White with colored borders and all-over colored checks.

18x36 Bath Towels

8 for \$1.00

A white with colorful borders in blue, rose, gold, green, lavender.

Steven's Towels

7 for \$1.00

Steven's all-linen glass towels in blue check pattern only. Slight second.

January Sale!

Hollywood Gauze

PANELS

of Rayon Marquisettes

39c
Each

Sheer, lustrous rayon marquisette panels. Light in weight and sheer to allow plenty of sunlight to come thru. The perfect panel curtain for living or dining rooms.

Cannon Towels

7 for \$1

Size 18x36-inch Cannon towels. Discontinued styles. In white with colored borders.

Unbleached Muslin

7½c Yard

Remnant lengths up to 12-yard pieces. All 36-in. width. A good serviceable quality. NO PIECES CUT!

Ironing Board Covers

19c

"Stretch-on" ironing board covers. No lacing or tacking on, just slip on in a second.

January Sale!

**Linen Crash
Lunch Cloths**

59c
Each

Popular 48x48 Size!

A perfect shower gift idea... and you'll want several for yourself, too! All linen crash cloths with colored borders. Breakfast table size.

Washing Machine Cover

\$1.00

A rubberized cover to protect your washing machine from dust and dirt. For standard size washers.

Flour Sacks

9c Each

Bleached, washed and mangled. These flour sacks make serviceable tea towels and cleaning cloths.

Candlewick Spreads

\$1.49

A limited quantity, to close out of stock. Several patterns and colors, but only a few of each.

January Sale!

Remnants of 80-Sq.

**Percale
PRINTS**

10c
Yard

Brand-new percale prints in lengths from 1 to 7 yards. Most have 4- or 6- inch wide borders. In choice of many patterns. Dark, medium, light, and white. No pieces cut!

January Sale!

1500 Yards Plain
Rayon French
CREPE

Remnants

19c
Yard

Mostly in solid shades and stripes. However, you will find a few dark shades, too. Buy as you want now for your trousers and skirt needs.