

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

Double Savings in Our Friday Bargains & January Sales

A Double-Duty Fashion — Most Practical for the Career Woman!

The "Two-Way" DRESS

\$3.98 EACH Sizes 14 to 20

Here's dress excitement for the career woman, and it comes at a budget price! Wear one of these "Two-Way" dresses in black or navy rayon alpaca crepe. For daytime and business, wear it with the white lace vestee. For after five, snap the vestee off and you have a smart, charming all black dress with jewel clip trim. A dress you'll get a lot of wear from, and it costs but very little. Sizes 14 to 20 only.

Detach the white vestee and you have an all-black dress for after five wear.

★ Clearance Sale! Winter Dresses \$2.94

Down goes the price of this higher-priced group of daytime dresses. Late fall and winter styles in dressy and tailored types, for street, office and general daytime wear. For women, misses and juniors. —Downstairs at Ayres.



Discontinued Styles of "Famous Name" FABRIC GLOVES

For Wear Now and This Spring!

• Black • Chocolate • White • Navy
• Grey • Beige • Green

A sensational glove "value," because the style has been discontinued by this famous maker. Slip-on styles in novelty rayon weaves. Washable. With metal, button, fancy stitch and leather trims. Sizes 6 to 7½ in the group. —Downstairs at Ayres.

49c PAIR

Tomorrow Only! SALE New Midseason HATS

\$1.00

Rayon jersey, rayon petersham and felts in turbans, pill boxes, off face, betrons and bumpers. Black, brown, wine, Sheba and Suez colors. Sizes 22 and 23. —Downstairs at Ayres.



Never Before at This Low Price!

Sale! LOOMCRAFT

"Fruit of the Loom"

SLIPS

49c EACH 2 for 95c 3 for \$1.19

For Both Regular and Extra Sizes! Sizes 34 to 52

Millions of these grand slips have been sold by the manufacturer... but never any at this low price! Loomcraft slips of Fruit of the Loom are famous for the way they fit and wear. Their sturdy seams stay together through thick and thin. The fabric is laboratory tested and actually seems to look better even after repeated washings. Triple guaranteed... by Good Housekeeping Magazine (as advertised therein), by the makers, and ourselves!

Get Several for the Entire Year!

You thrifty women who know what a bargain these slips are will dash right down and get a whole year's supply in one scoop! Buy them in three's and six's while this amazingly low price lasts. Your favorite "Blitup" Shoulder or Strap-Top models—in White or Tealrose!

Loomcraft Slips Are Guaranteed For Fabric — Fit and Wear! —Downstairs at Ayres.



A New Low Price On Persian Kurl Fur Fabric Coats

\$12.95 EACH

• Fitted Styles! • Swagger Styles! • In Black or Ombre! • Sizes 11 to 17, 33 to 44!

If you've always wanted a fur coat, but couldn't have one because of the price then here's a once-in-a-blue-moon opportunity to have a coat that LOOKS like, that feels like and has the warmth and smartness of a real Persian Fur Coat. Fitted or swagger styles with small collars in sizes 11 to 17 or 33 to 44. In black or ombre colors. —Downstairs at Ayres.



Clearance! Sport Coats

\$5.99 **\$8.99** **\$12.99**

TWEED mixtures and plain color fleeces. Swagger, fitted, belted and straight line styles for women, misses and juniors. Green, beige, wine colors.

All-wool and mohair fleeces in fitted, box swagger, belted and double-breasted styles. Green, teal, wine, grey colors. Sizes 11 to 19 in the group.

In Camel's Hair and Wool, Fleeces or Tweeds in swaggers, fitted and wraparound styles. Natural, wine, grey, green and brown. Sizes 11 to 17, 12 to 20 and 33 to 46.

Women's U. Suits 65c
Medium weight cotton ribbed union suits with built-up shoulders, tight knee. Sizes 34 to 44.

Women's U. Suits 39c
Women's white or ecru union suits with rayon stripe, tight knee and well reinforced. Sizes 36 to 44.

Women's Princess Slips \$1.29
Knitted princess slips with built up shoulders, close finish. Sizes 40 to 50-inch lengths. Seconds.

Two-Pc. Pajamas \$1.00
Tuckstitch 2-pc. style pajamas with long sleeves and collars with zipper openings. Sizes 16 and 17.

Balbriggan Pajamas 50c
Plain color 2-pc. style balbriggan pajamas with short or long sleeves. Round necks or collar styles. All sizes.

Rayon Undies 6 for \$1.00
Rayon briefs, panties, sleeping or bloomers with elastic at waist. Tailored hems. Sizes 27 to 31.



January Sale! Monogrammed "Betty Shaw" Sports Shirts 88c EACH

Your initials monogrammed without charge on one of these Betty Shaw sports shirts made of shantung broadcloth with action back and convertible neckline. White, blue, peach, navy, brown, aqua, cherry and royal colors. Sizes 32 to 40.

Monogrammed Coed Sweaters 59c
Cotton coed sweaters with short sleeves and brocade neckline. In 11 different colors. Complete with 2-letter monogram. All sizes. —Downstairs at Ayres.

The Shoe That Outsell All Others! Scientifically Designed for COMFORT and FIT!

Black or White Smooth Leather NURSES' OXFORDS

\$1.99 PAIR



- Metatarsal Arch Feature**
1. High Quality Selected Soft Leather Uppers!
 2. Made of Selected Quality Leather Soles!
 3. Built-in Steel Shank That Supports the Arch!
 4. Metatarsal Arch Support.
 5. Snug Fitting Heels!
 6. Sturdy Rubber Heel Lifts That Provide an Added Cushion for Easy Walking.

Thousands of women have found these shoes to be a revelation in foot comfort... that's why these Nurses' Oxfords outsell all others! Scientifically designed for comfort and fit, with leather soles and soft leather uppers with a steel shank that supports the arch. A boon for nurses, maids, housewives and all other women who are on their feet throughout the day. —Downstairs at Ayres.

January Sale! Cottons, Domestics

Print Remnants 10c yd. 80-square print percales and other prints and plain cottons in usable lengths.	Steven's Cloths 5c each Steven's quality dish cloths of heavy, serviceable quality.	Ironing Board Covers 19c "Stretch-on" ironing board cover. No pins, just stretches on.
Linen Napkins 8c each Hemstitched linen damask napkins in choice of several patterns.	Cannon Cloths 9c each "Cannon" part-linen dish cloths, bleached pure white with colored borders.	Cannon Towels 10c Size 17x34 inches. White with colored borders.
Pillow Ticks 25c each Ready-made, feather-proof pillow ticks in blue and white stripe pattern.	Sugar Sacks 5c each Heavy duty quality sugar sacks. For many uses about the home.	Mattress Protectors \$1.39 Quilted "Weartex" mattress protectors in 39, 42 and 52-inch sizes.
Patchwork Quilts \$1.39 Quaint, charming patchwork quilts with print top with bleached back.	Flour Bags 6c each Unopened, rip them apart and make 2 small or 1 large size dish towel.	Lingerie Satin 39c yd. Rayon pastel jacquard weave satin in 1 to 5 yard lengths.

JANUARY SALE! 3-LETTER Monogrammed 'TRUTH' SHEETS

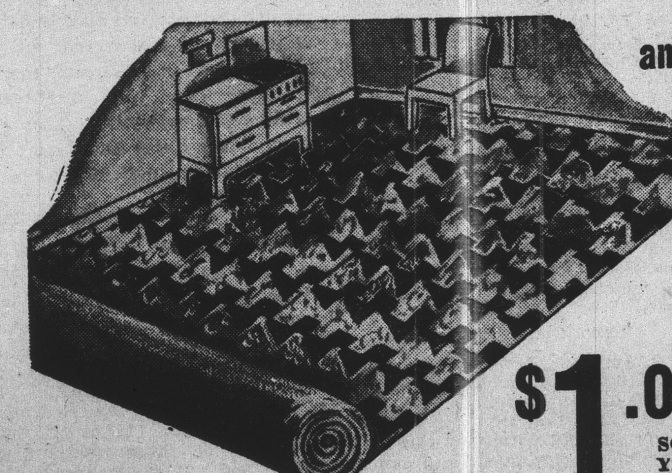
Very Special at— \$1.00 complete

Sizes: 81x99—72x99—63x99 63x108 and 81x108 inches!

Personalize your own linen with a beautiful 3-letter monogram in your choice of colors. The monogramming is without charge during this January Sale of these famous, long-wearing "Truth" sheets. Sizes for twin or full size beds. —Downstairs at Ayres.



Clearance Sale! Marbelized and Embossed INLAID Linoleum



\$1.00 SQ. YD.

Drastic reductions taken, because we want to clear from our stock before we take inventory. This is the very finest quality inlaid linoleum in choice of green, blue and red colors.

FELT BASE Floor Covering 24c Sq. Yd.
Tile, block and cobblestone patterns for kitchen or bathroom floors.

9x12 or 8.3x10.6 Axminster Rugs \$19.95
In beautiful Persian, floral, Early American and Oriental designs in rich colorings of reds, taupes, tans, rose and rust. —Downstairs at Ayres.

WOOL RUGS In 20x40 Throw Size 39c EACH
Plain color wool throw rugs with tailored ends. In wanted colors.