

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.

A New Low Price On

Persian Kurl Fur Fabric Coats \$12.95 EACH

\$12.95
EACH

• Fitted Styles! • Swagger Styles! • In Black or Ombre! • Sizes 11 to 17, 38 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 38 to 44. In black or ombre colors.

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Clearance! Sport Coats

\$5.99

\$8.99

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 38 to 46.

\$12.99

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.



Discontinued Styles of "Famous Name"

FABRIC GLOVES

For Wear Now and This Spring!

• Black • Chocolate • Navy
• Grey • Beige • White • 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.

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49c
PAIR

Tomorrow Only! SALE

New Midseason

HATS \$1.00



Rayon jersey, rayon petersham and felt in turbans, pill boxes, off face, beretons and bumpers. Black, brown, wine, Sheba and Sue colors. Sizes 22 and 23.

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Women's U. Suits

Medium weight cotton ribbed union suits with built-up shoulders, tight knee. Sizes 24 to 44.

65c

Women's U. Suits

Women's white or cream union suits with rayon stripe, tight knee and well reinforced. Sizes 36 to 44.

39c

Women's Princess Slips

Knitted princess slips. Plain or ribbed, with elastic waist. Floss finish. Sizes 40 to 50-inch lengths. Seconds.

\$1.29

Two-Pc. Pajamas

Plain color 2-pc. style pajamas. Long sleeves and collars with zipper openings. Sizes 16 and 17.

\$1.00

Balbriggan Pajamas

Plain color 2-pc. style pajamas. Short sleeves and collars. Round necks or collar styles. All sizes.

50c

Rayon Undies

Rayon briefs, panties, stockings and garters, with elastic at waist. Tailored hem. Sizes 27 to 31.

\$1.00

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

Cotton coed sweaters with short sleeves and brooks neckline. In 11 different colors. Complete with monogram. All sizes.

59c

—Downstairs at Ayres.

\$1.99
PAIR

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.

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Never Before at This Low Price!

Sale! LOOMCRAFT

SLIPS

49c
EACH

2 for 95c
3 for \$1.19

For Both Regular and Extra Sizes!
Sizes 34 to 52



Look for all these Quality Features!

- 1 - Strong, Sturdy Seams
- 2 - Smartly Trimmed
- 3 - Long-wearing Fabric
- 4 - Four-gored for Comfort
- 5 - Fits well — washes well



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 "Biltup" Shoulder or Strap-Top models—in White or Tearose!

Loomcraft Slips Are Guaranteed
For Fabric — Fit and Wear!

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

Black or White Smooth Leather

NURSES' OXFORDS

\$1.99

Thousands of women have found these shoes to be 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.

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\$1.99
PAIR

\$1.00

SO.
YD.



Clearance Sale! Marbelized and Embossed INLAID Linoleum

9x12 or 8.3x10.6 Axminster Rugs

\$19.95

Felt Base
Floor Covering
24c Sq. Yd.

Tile, block and cobblestone patterns for kitchen or bathroom floors.

In beautiful Persian, floral, Early American and Oriental designs in rich colorings of reds, taupes, tans, rose and rust.

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WOOL RUGS

In 20x40 Throw Size

39c EACH

Plain color wool throw rugs with tailored ends. In wanted colors.