

The "BUY WAY" of Indianapolis AYRES DOWNSTAIRS STORE

The Epstein Shoe Store (of Greensburg, Indiana) RETIRES from BUSINESS!

Ayres Downstairs Store Bought the Entire Stock and Offers It Tomorrow in a Gigantic Price-Slashing

SALE! SHOES for the WHOLE FAMILY

AT SAVINGS of ONE-FOURTH—ONE-HALF—and MORE!

For WOMEN!

Regular \$2 and \$3

STYLE SHOES

A grand group of women's style shoes for wear now into spring. Styles include smart strap, ties and oxfords for better looking footwear. Sizes 3½ to 9 in the group. Sale priced at \$1.59.

176 Pairs \$4 and \$5 Shoes

Superb quality arch shoes for women! The perfect shoe for women who must spend many weary hours upon their feet. These are a Famous Nationally Advertised brand. Black or brown kid and suedes. Sizes 4 to 9. Widths AAA to C in the group.

106 Pairs \$6.50 Arch Shoes

We can't tell you the name of these famous shoes but every shoe bears their trademark. They're outstanding women's arch shoes at this very low sale price. . . . Sizes 4 to 9 in the group.

308 Pairs of \$2 and \$3 Shoes

Women's and Growing Girls' shoes in pumps, straps, ties and oxfords. Good quality shoes with lots of styling in these fine shoes. Sizes 4 to 9 in the group. . . . Select yours early. Sizes are 3½ to 9 in the group.

185 Pairs \$3 and \$4 Arch Shoes

Women's black and brown arch support oxfords. Very nice styles in pumps and straps. You get big savings in these fine shoes. Sizes 4 to 9 in the group. Sale priced at \$1.99.

33 Pairs Women's House Slippers

Attractive women's house slippers in all of the new attractive styles and leathers. These formerly sold for much higher prices. Broken sizes in the group.

Regular \$2.49 White Snow Boots

Attractive, eye-catching white snow boots. Get away from drab black with these dainty of the snow. Broken sizes in the group.

Women's White Tennis Shoes

Women's white, tennis shoes for all gymnasium wear and athletics. Strong and sturdy to protect your feet. Broken sizes in the group.

For MEN!

"1000-Mile" Shell Horsehide

WORK SHOES

A Nationally Advertised work shoe . . . we can't mention the name! Made of shell horsehide, exclusive tanning process, shoes dry soft and stay soft. These shoes will give you 1000 miles of service.

\$1.99

\$2.99

Regular \$2.99 and \$3.50 shell horsehide shoes with composition or leather soles. Colors in black or brown. Sizes 6 to 11. A grand sale buy for the working man.

Regular \$3.75 and \$5.00 shoes reduced in this great sale. All shell horsehide in uppers and soles. Fine leather that stays soft. Sizes 6 to 11.

29 Pairs \$1.49 Men's Work Shoes

Men's work shoes at "Give Away" prices. A fine black leather work shoe that will give you weeks of wear. Sizes 6 to 11.

62 Pairs \$1.99 to \$2.99 Work Shoes

Good quality men's work shoes in black or brown leather. Leather or composition soles. Sizes 6 to 12.

Men's Dress Shoes

Regular \$4.00, \$4.50 and \$5.00 men's dress shoes. A Nationally Advertised brand of shoes. Black or brown. Good-year welt leather soles. Sizes 6 to 12, widths B, C and D.

100 Pairs Men's \$6 to \$7 Shoes

Nationally known arch support shoes and oxfords. Black kid, black calf, brown kid and brown calf. Built-in steel arch, cushion insole. Sizes 7 to 12. Narrow or wide toes.

160 Pairs Men's Dress Oxfords

Men's black or brown dress oxfords and high shoes. Goodyear welts. Solid leather soles. Sizes 6 to 11.

Men's Dress Shoes

Fine men's dress shoes in black or brown leather. Nice styling in sizes 6 to 11. Regular \$2.00 and \$2.49 values.

Reg. \$1.49 to \$2.49 Men's Slippers

An outstanding group of men's house slippers, drastically reduced in this gigantic sale. Broken sizes in the group.

For CHILDREN!

Regular \$2 and \$3

Straps and Oxfords

200 pairs of Children's and Misses' shoes in strap and oxford styles. Black, brown and white leather in sizes 8½ to 13. A great sale group for all the children.

151 Pairs Shoes and Oxfords

Children's and Misses' shoes and oxfords. Black, brown and white leather, sturdy soles. Sizes 8½ to 13. Regular \$1.99 and \$2.49 shoes.

78 Pairs 79c-\$1 Children's Slippers

Children's house slippers of 79c to \$1 value. A real sale value for the children. Attractive styles and colors.

114 Pairs \$1 & \$1.49 Infants' Shoes

Nice looking infants' shoes in straps and oxfords. White, smoke color and black colored leather. Sizes 2 to 5.

106 Pairs Children's & Infants' Shoes

Regular \$1 and \$1.49 shoes for infants and children. Black, brown and white leather in assorted sizes.

For BOYS!

SCHOOL OXFORDS

63 pairs regular \$1.99 shoes for boys. Black and brown oxfords in a fine school shoe for lots of wear. Sizes 2 to 6. Reduced in this gigantic sale to \$1.29 pair.

64 Pairs \$2 and \$3 Boys' Shoes

Boys' oxfords and shoes with fine Goodyear welts and leather or composition soles. Regular \$2 and \$3 shoes. Sizes 2 to 6.

66 Pairs \$3 and \$3.50 Boys' Shoes

Boys' nice dress oxfords in black or brown leather. Goodyear welts and leather soles. Sizes 2 to 6.

SAVE! In Our January Sales—Downstairs at AYRES

REPEAT SALE!

Small Sizes of
Persian Fabric
COATS
\$5.00



Sizes 9-11
13-15-17
in the Group

Our other sale of these grand Persian fabric coats was such a huge success . . . we sold out so soon . . . that many of you didn't get a chance to see them! We were lucky enough to get another group of them to sell at this low sale price. Fitted, boxy and swaggy styles with eye-catching new shoulder treatments and quilted linings with lambs-wool innerlinings. Small sizes only . . . but the buy of a lifetime.

—Downstairs at Ayres.

January Sale of

"Sylvia" Fruit of the Loom
Girdles and Combinations
29c-59c-\$1.00

A sample stock of "Sylvia" Fruit of the Loom garments reduced 50% in this great January sale! Combinations have lace up-lift brassieres. 4 hose supporters on girdles and combinations. Made of two-way stretch elastic.

"Fruit of the Loom" Bandeaux 19c

50% OFF

Chenille Bedspreads

\$3.98

SALE PRICE

- ★ Monotone Checked All-over Center Pattern!
- ★ Two-Tone Corner Motif Pattern!
- ★ Two-Tone Panel Border!

A sparkling new shipment of beautiful new chenille bedspreads . . . direct from the manufacturer! New colors . . . new patterns . . . new loveliness in deep, fluffy chenille that will add beauty to any bedroom they adorn. Dyed colors for richness and all whites, in sizes for full or twin size beds. Colors come in dusty rose, rose-wood, blue, peach, green and gold.



Other
Chenille Spreads
\$1.39 to \$8.95

January Sale... This Complete 3-Piece BED OUTFIT

THE BED—Choice of either a Walnut or Maple finish bed in Four Poster and Jenny Lind styles. Sturdily constructed for service. Smart style choice, to go with most any type decoration scheme. Full size or twin size. Bought separately \$7.95

THE INNERSPRING MATTRESS—A comfortable button-tufted. Sisal insulation mattress with striped drill ticking. Hundreds of spring coils with white felted cotton. Full or Twin sizes. Bought separately \$9.95

THE SPRINGS—A comfortable 90-coil, electrically tempered spring. They're durable, serviceable steel double deck coil springs, securely tied. For full size or twin size beds. Bought separately \$7.95

\$21.95

BED!
MATTRESS!
SPRINGS!
COMPLETE



\$1 Down

Delivers this outfit to your home. Balance on Ayres' Deferred Payment Plan. Small carrying charge. No carrying charge on spring or mattress.

If Bought Separately

The BED \$7.95
The SPRINGS \$7.95
The MATTRESS \$9.95
Save \$4 in This Sale