

FRIDAY IS BARGAIN DAY DOWNSTAIRS at AYRES

DEPENDABLE MERCHANDISE



AYRES SERVICE • LOW PRICES

1,500 Brilliant New Spring Dress Fashions In a Great 2-Day SALE

The Cream of the New York Dress
Market—at a Very Special Saving

2 for \$15

(OR ONE FOR \$7.95, IF YOU WISH)

All the resources of this great store were put behind this sale to make it the MOST OUTSTANDING FASHION EVENT of the year. And it comes just in time for Easter choosing! The dresses are marvelous values! All carefully chosen from the stocks of New York's best makers . . . yet, because we bought so MANY, they are priced very low! Over 300 "hand-picked" fashions . . . copies of Paris and American successes! Remember, these are on sale Friday and Saturday only!

In These Fashionable Materials:

- LIGHT PRINTS
- DARK PRINTS
- TWIN PRINTS
- MAYTIME PRINTS
- CHIFFON PRINTS
- LACE COMBINATIONS
- NAVY GEORGETTE
- PASTEL GEORGETTE
- PASTEL CHIFFONS
- PRINT AND PLAIN
- ALLOVER LACE



Two-piece frock; skimpier blue skirt, printed overblouse with scarf hipline and scarf at neck.
Navy blue crepe skirt with matching cardigan jacket; printed overblouse with ruffles.
Light blue crepe frock and bolero with tuck-in-effect blouse daintily embroidered.



Violet line dress shown in this diagonal closing pepum jacket. Pleated skirt; plaid print.
Black canton frock with matching cardigan jacket; smart contrasting scarf neckline.
Distinctly Directoire in line is this two-piece frock; wide lapels and double-breasted; belted.



Two-piece canton crepe frock in beige; long overblouse with scalloped edge; Greek influence.
Flower print on black grounds. The cardigan jacket is bordered. Pleated skirt; stitched low.
A pin-tucked ruffle edge lends glory to this pepum frock. A dainty blue ground print; flared.



Sleeveless, all-over lace frock with long sleeve lace jacket; frilled cuffs. In black; ankle length.
A glorious floral printed crepe frock; with full shoulder cape; sleeveless; full flared.
Embroidered chiton Sunday night frock with printed cocktail jacket; side tie.
Sundry night frock in large floral print on white; has black cape jacket; front tie.



Lingerie collar and cuffs, a d'greek pepum overblouse for this Nile frock; pleated skirt.
Lovely blue "woodland" printed frock; cap sleeves. With long sleeve navy jacket; slightly tailored.
Emerald green crepe frock with cowl neckline and smart lace trimmed sleeves and neck. Wide flared skirt.

Sizes for Everyone!
14 to 20 for Misses!
36 to 42 for Women!
44 to 58 for Larger Women!
Half Sizes—16½ to 50½

Downstairs at Ayres . . . Where Fashionable
Things Are Less Expensive

Be Thrifty! Take Advantage
of These Special Offerings!

Be here when the doors open Friday! You'll be rewarded with first choice of these bargain items—on sale for one day only! There are values for every member of the family, and for the home—small lots in broken size and color assortments, remnants, and soiled or mused goods. Many items are not advertised! Doors open at 9 o'clock.

For Friday Only!

Women's Full-Fashioned
Service Weight Hose

First Quality **59c** Pair

First quality, full fashioned stockings made of very high grade CELANESE thread. These have all the beauty of silk, and will give exceptional service. A fine 42-gauge service weight; Celanese to the tops. Reinforced with lisle at points of wear. Sizes 8½ to 10.

- Gunmetal
- Tan Blush
- Santee
- Dusk Gray
- Tenderesse
- Matinee
- Mayfair
- Nude

Friday Only!

Women's Rayon
Bloomers

3 for \$1

Good fitting bloomers made of serviceable run-resisting rayon yarns. Well tailored; fully reinforced. Medium sizes; oak, peach, Nile.

Friday Only!

Porto Rican
Nightgowns

59c

Porto Rican, hand-made gowns—beautifully trimmed with applique designs. Cut full and roomy; made of soft nainsook. Sizes 16 and 17. Pink, peach, white.

For Friday Only!

Sale! Women's Shoes

600 Pairs **\$1.95** Pair

A tremendous assortment of odds and ends of much higher priced footwear reduced for quick clearance—for Friday only! There are pumps, straps and ties in suede, patent, kid or calf; Cuban or high heels. Broken sizes.

Women's House Slippers, 79c

All of our women's better house slippers have been reduced to this new low price! Broken assortments of styles and sizes. —Downstairs at Ayres.

Friday Only!

45-Inch Dotted
Grenadine
15c Yd.

Remnant lengths up to 10 yards long, of fine white grenadine with white dots. You can get enough to curtain your entire house.

Friday Only!

Dainty Panel
Curtains
29c Ea.

Fine corn color marquisette panels suitable for living room, or dining room. 2 1-6 Yards long; finished with fringed bottoms.

For Friday Only!

Better Silk Remnants

From **29c** Yd. Up to **79c** Yd.

A tremendous assortment of fine fabrics for dresses, blouses, lingerie, etc. Included are: All-silk crepes, cantons, crepe satins. All-silk printed and plain shantung. Plain or printed rayon crepes. Printed tub silk, honans, etc.

Printed Flat Crepes

Friday Only **89c** Yard

All-silk flat crepes from the bolt! At a very special price for Friday only! Beautiful printed patterns on light and dark grounds. —Downstairs at Ayres.

Men's Socks, 3 Prs. 50c

Fancy rayon socks in a good assortment of patterns and colors. Good wearing quality; substandards; sizes 10 to 11.

Men's Union Suits, 50c

Fine knit suits; ankle length, short sleeve; sizes 36 to 46. Substandards.

Infants' Bassinets, \$1.95

Attractive ivory color bassinets with rollers; greatly reduced.

For Friday Only!

Men's Pajamas

\$1.00

"Faultless," "Valco" and other fine brands; soiled or mused from display. Collar-attached, slipover and other styles.

For Friday Only!

Men's Work Shirts

50c

400 Blue chambray work shirts; full cut and comfortable; triple-stitched for long service. Sizes 14½ to 17.

5 Children's Coats, \$2.95
Winter chinchilla coats in dark shades; reduced to clear.

Children's Sweaters, 69c
Wool and rayon sweaters; combination of black and yellow.

Infants' Outingwear, 25c
Gowns, kimono or gertudes of warm outing flannel. Soiled.

Rubber Aprons, 3 for \$1
Women's rubber aprons for kitchen wear; beautifully trimmed; assorted colors. Others at 3 for 50c.

Women's Pajamas, 59c

Two-piece balbriggan pajamas; slip-over blouse; pants have wide leg, side tie. Assorted colors and sizes.

Women's Rayon Undies, 50c

Serviceable rayon stepins, bloomers; panties & vests; medium and large sizes. Pink or peach.

Girls' Rayon Bloomers, 29c

Run-resisting rayon bloomers; pink or peach; sizes 2 to 14.

Women's Union Suits, 35c

Cotton knit suits; tight knee styles; sizes 36 to 44.

Childs' Union Suits, 39c

Cotton ribbed suits; drop seat; broken sizes.

Women's Foundation

Garments, 79c to \$3.50

A big assortment of girde brassieres, stepin girdles, etc.; greatly reduced.

Children's Footwear, 50c

200 Pairs high and low shoes; composition soles, spring and rubber heels. Broken sizes, from 3 to 2.

For Friday Only!

New Paisley

Silk Blouses

\$1.00

Women's tuck-in blouses in fashionable Paisley printed patterns. All silk garments, in sizes 34 to 42.

Women's Hose at 50c

Substandards of "Real Silk"—full-fashioned chiffon—radically reduced for Friday only. Broken size and color range.

Women's Silk Hose, 29c

"Real Silk" medium service weight hose with mock seam back; for Friday only. Substandards. Broken sizes.

Children's Hose, 25c

Full length rayon plaited school hose; English rib or fine rib styles. Our own brand; sizes 6 to 9½; first quality.

Certain Goods, 10c Yd.

Better marquisettes and scrims.

Cretonne Remnants,

12½c Yard
Attractive patterns; good usable lengths.

Auto Seat Covers, \$1.95
Serviceable quality; for coach or sedan.

Bridge Sets, 39c Set

Consists of linen cloth and 4 napkins.

"Startex" Toweling, 15c Yd.

A fine part linen toweling.

For Friday Only!

Printed Percalé

10c Yd.

A large assortment of percales in wanted printed patterns, suitable for aprons, house dresses, etc. 36-Inch.