

AYRES' DOWNSTAIRS STORE

Children's Fast Color Wash Frocks 39c

Dainty little frocks with smocking or embroidery trimming. Made of fast colored novelty prints; panties to match. Sizes 2 to 6.

Boys' Wash Suits . . . 39c

Broadcloth or suitings; plain colors or pretty combinations; two-piece, button-at-waist style. Sizes 3 to 6.

Infants' Creepers . . . 39c

In prints or pongette; straight or envelope closing; smocked or embroidered. Sizes 1 to 3.

Childs' Union Suits . . . 39c

Cotton union suits with rayon stripe; French leg or knee length; sizes 2 to 12.

Infants' Stockings . . . 10c

In lisle or cotton-and-rayon; seconds; sizes 4 to 6½.

Infants' Sweater Sets, \$1.29

Brushed wool sweater sets consisting of sweaters, cap and leggings.

Children's Sweaters . . . 79c

All-wool or wool-and-rayon slipovers; sizes 3 to 6.

Girls' Wool Jersey Dresses \$1.00

Smart little all-wool jersey jumper frocks, complete with printed cotton blouse; also plain jersey frocks. In wine, tan, brown, green, navy and combinations. Sizes 7 to 14.

Girls' Winter Coats . . \$3.98

Warmly lined coats of novelty weaves, diagonals, and fleecy fabrics; some fur-fabric trimmed; sizes 7 to 14.

Girls' Sweaters 69c

Wool or wool-and-rayon slipovers; plain or fancy; 30 to 36.

Girls' Wash Frocks . . 59c

Fast colored novelty printed frocks; smartly trimmed; 7 to 14.

Women's and Misses' FOOTWEAR \$2.00

A fine new group of shoes—including arch support shoes, new fall dress shoes, and a new group for the growing miss. Splendid quality, with solid leather soles; sizes 3 to 8—AA to C.

Women's Slippers . . . 25c

Serviceable house slippers with manufactured patent uppers and cowhide soles; sizes 3, 4, 7, 8.

Boudoir Slippers \$1

Also tie slippers—all with hand-turned leather soles; very special. Sizes 3 to 8.

Women's and Misses' Rayon Undies 25c

Good, serviceable quality rayon panties, step-ins, bloomers and vests; neatly tailored; flesh or peach. Small, medium or large sizes.

Women's Union Suits . . 89c

Wool-and-cotton knitted union suits, with rayon stripe; Dutch neck; short sleeves; ankle length; mostly large sizes.

Women's Knit Slips . . . 50c

With built-up shoulders; floss finish—l hems.

Women's Union Suits . . 35c

Elastic cotton knit suits; tight knee; built-up shoulders; sizes 34 to 50.

Childs' Union Suits . . . 50c

Cotton ribbed, winter weight suits in wanted styles; 2 to 12.

Women's Outing Gowns, 50c

Cotton outing flannel gowns; striped or plain; long sleeves; made with yoke.

Women's Rayon Slips, \$1.49

Rayon taffeta slips with lace trimming; straight top or V neck; sizes 34 to 44.

Childs' Wool Gloves . . . 10c

Just 700 pairs warm, wool gloves; tan or oxford gray.

Women's Gloves 39c

Washable fabric gloves in smart pull-on styles; 6 to 7½.

Ponchette Blouses . . . 50c

Just 100 printed silk ponchettes reduced for Friday.

Wool-Mixed Hose 29c

Women's part wool stockings with seamed back; fashion marks; first quality.

Children's Hose 10c

Odds and ends of school hose; firsts and irregulars.

FRIDAY Is

Good Old-Fashioned BARGAIN DAY

Tomorrow, Friday, Ayres' Downstairs Store offers a great group of BARGAINS—all QUALITY merchandise—in good FASHION—at very LOWEST POSSIBLE PRICES! Every department is included in this special event . . . things for women, misses, children, boys and men . . . besides things you need now, for your home. Come early! Doors open at 9 A. M.

Sale! New Hats

Turbans, Soft Brims
and Gay Sailors

88c

You can easily afford to choose a different hat for each costume at this price. Beautiful new felts—soft, close-fitting turbans, new shallow-crown sailors, many with veil trims. In black, brown, navy, burgundy, green, tan and gray.

Sale! Better Hats \$1.29

These are our much finer hats—reduced for this sale only to a sensational, low price! Extra fine materials and workmanship.

—Downstairs at Ayres.

SALE of NEW DRESSES

2 for \$5

(Or One for \$2.69)

It's hard to realize that dresses can be bought for so little money—good FASHIONABLE frocks—in beautiful high QUALITY materials—and in styles for street, business, sports and other daytime wear! Plaids, plain colors, stripes, travel prints! In the new "hour-glass" silhouette for fall. Sizes for misses and women.

—PLAID CREPE —TRAVEL CREPE
—RAYON CREPE —CRINKLE CREPE
—Downstairs at Ayres.

New Winter Coats

Just for tomorrow, we have reduced these gorgeous new winter coats! Every one is in the new broad-shouldered, slim-waisted silhouette . . . lavishly trimmed with fine furs . . . big shawl collars in several types . . . all-fur capes . . . cloth capes edged with fur. And the fabrics are Fashion's own durable "rough" crepes. Sizes for juniors, misses and women.

Other Coats, Sale Priced—\$8.95 and \$24.75

—Downstairs at Ayres.

Sale! Better Dresses \$4.95

Brand NEW dresses have just arrived—intended for a higher price, but marked at this very special sale figure for Friday only! Every one is in the new "Edwardian" silhouette! In silks and woolens of extra QUALITY! Styles for daytime and evening wear. In Crinkle crepes—rough cantons—feather-filled woolens—wool crepes—new plaids. Sizes for juniors, misses and women.

Other Frocks \$6.95 and \$8.95

—Downstairs at Ayres.

Women's Full Fashioned Pure Silk Hose 3 Pairs for \$1

Sh-h! We whisper it—but these really are our regular higher priced REAL SILK hose—those wonderful substandards that wear, and wear, and WEAR! Your choice of either SHEER CHIFFON of pure silk to the tops—or SERVICE CHIFFON weight, with lisle garter welt. Sizes 8½ to 10½.

Full Fashioned Mesh Hose, 29c

A great group of PURE SILK, FULL FASHIONED mesh stockings in a number of the popular weaves. Sizes 8½ to 10½. Substandards.

—Downstairs at Ayres.

FIRST QUALITY SHEETS 50c Each

72x108
81x99
72x99

For Friday only we offer just 1,980 of these splendid, durable "Sparta" sheets at far below regular! They are all strictly FIRST QUALITY—in extra long sizes—seamless—full bleached—no starch!

Twin Bed Sheets (72x90 or 63x90) 50c
81x90 Seamless Sheets (Limit of 4) . . . Each 39c

—Downstairs at Ayres.

Women's Blouses . . . 88c

New plaid blouses with big puff sleeves in the new "Edwardian" manner.

Women's Skirts 98c

A good assortment of part-wool skirts in plain colors.

Women's Sweaters . . . 98c

All-wool slipover sweaters in attractive weaves.

Fitted Smocks 88c

Fine quality broadcloth smocks in smart fitted styles.

200 Hooverettes 39c

Many new ones, and some reduced. Also 200 fast color wash frocks, reduced to 39c.

All-Wool Chenille

Throw Rugs \$1.25

Extra thick, heavy, all-wool rugs made of old rugs and carpets; in blended colorings; approximately 29x48 inches. Made in Indianapolis.

Felt Base Floor Covering, 39c Sq. Yard

Armstrong Quaker enamel finish floor covering in remnant lengths; 6 feet wide; sizes for bathrooms, small kitchens.

Fine Grefonnes . . . Yd. 10c

Extra heavy quality cretonne for drapes, pillows, furniture covers, etc. 36 inches wide.

Curtain Fabrics . . . Yd. 10c

Remnant lengths of bostonet, shadow nets, marquisettes, colored figure marquisette, etc. Lengths up to 10 yards.

3-Lb., Stitched

Cotton Batts 39c

Full comfort size batts, 72x90 inches; fully stitched to prevent cotton from slipping; full 3 pounds; limit of 4 to a customer.

Pillow Tubing . . . Yd. 14c

"Wearwell" pillow tubing; soft finish; full bleached; in full bolts, 40 inches wide.

Outing Flannel . . . Yd. 10c

36-inch cotton outing flannel; in stripes, plaids, checks; fine for comfort backs.

Fine Rayon Crepes . Yd., 49c

Remnants and dress lengths of fine heavy rough rayon crepes for fall dresses. Wanted colors.

"REAL SILK"

Men's Socks 4 Pairs 50c

Fine mercerized lisle socks—substandards from the Real Silk Mill; double heel, sole and toe; plain colors; sizes 9½ to 13.

Men's Shorts . . . 3 for 50c

Fast color, fancy pattern athletic shorts; extra full seat. Sizes 30 to 44.

Athletic Shirts . . . 3 for 50c

Men's cotton knitted shirts; sizes 34 to 44; substandards.

Men's Union Suits . . . 59c

Full weight suits with long or short sleeves; ankle length; sizes 36 to 46.

Men's Shirts 39c

Odds and ends of men's better dress shirts; just 117 of them; mostly sizes 16 to 17.

Men's Pajamas 59c

Plain colors and fancy patterns; sizes A to D.

Gorduroy Slacks . . . \$2.19

Men's and young men's very fine quality corduroy slacks in all wanted colors. VERY SPECIALLY PRICED. All sizes.

Boys' Gorduroy

KNICKERS \$1.39

Fine serviceable corduroy knickers—all with knit grip bottoms. Fully lined; sizes 6 to 16.

Boys' Shirts 39c

Fast color shirts; mostly in sizes 13 to 14.

Boys' Sweaters 39c

Cotton rib-knitted slipovers; sizes 32 to 36.

Boy's Sweaters 59c

Heavy shaker knit sweaters; part wool; slipover style; black with contrasting trim; sizes 30 to 34.

Boys' Golf Socks . . 4 Pr. 50c

Three-quarter length fancy golf socks in neat patterns; sizes 7½ to 10½.