

DOWNSTAIRS  
AT AYRES

ECONOMY DAYS

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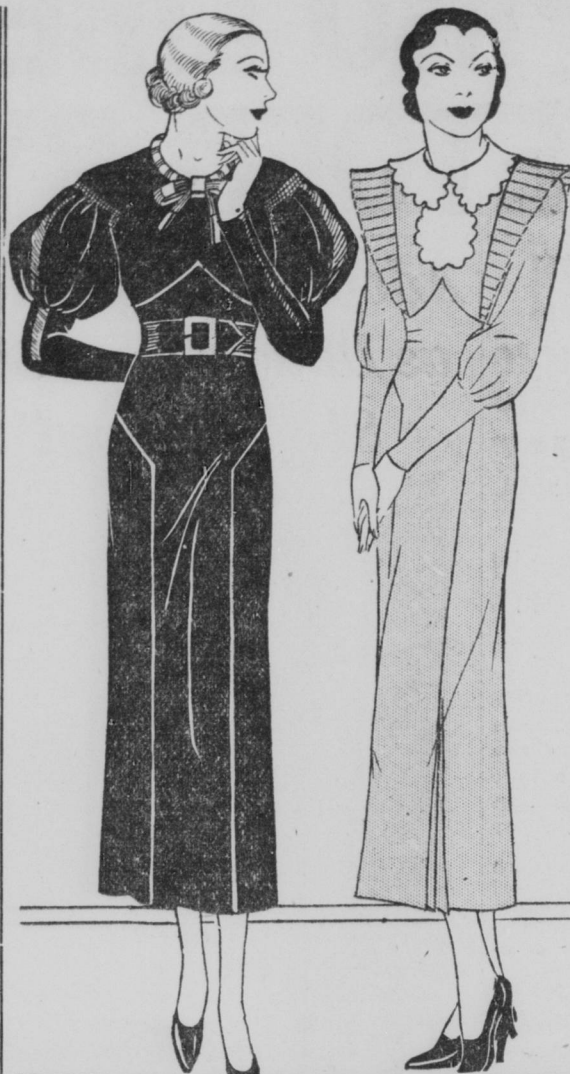
SATURDAY Is the LAST DAY! Come EARLY!

- Infants' Bargains
- 27x27-In. Diapers, Doz. 89c  
Genuine "Amoskag" diapers in either Birds-eye or flannelette.
- Infants' Outing Wear . . . 25c  
GOWNS, KIMONOS or GERTRUDES made of good quality cotton outing flannel.
- Carriage Blankets . . . . 89c  
Hand-made carriage covers with fringed ends. Also large size wrapping blankets with nursery designs.
- Knitted Binders . . . . . 19c  
Adjustable, tie style. Part-wool with rayon stripe.
- Slipover Sweaters . . . . . 59c  
All-wool or wool-and-rayon; V neck or collar style; appliqued and embroidered trimming.
- First Quality Hose . . . . . 19c  
Rayon, cotton and wool stockings in white only. 4 to 6½.
- Rubber Pants . . . 3 Prs. 25c  
Full cut, made to fit snugly; ventilated.
- Receiving Blankets . . . 19c  
White with pink or blue stripes.
- Knitted Bootees . . . . . 19c  
Wool or wool-and-rayon; half or knee-length.
- Infants' Wool Shawls . . . \$1  
Basket weaves and honeycomb weaves; embroidered and applique trimmed; a sample line.
- Stockinette Sheets . . . . 49c  
Heavy, waterproof sheets with eyelet in corners; 27x36 inches.
- Nainsook Gertrudes . . . 29c  
Hand sewn French seams; scalloped edges; button on shoulder.
- 45x72-Inch Sheets . . . . 49c  
Fine quality "Fruit-of-Loom" muslin sheets.
- Infants' Shirts . . . . . 29c  
Double-breasted shirts of cotton with rayon stripe; button at sides; tie at neck. Sizes 2 to 6.
- Infants' Stockings . . 10c Pr.  
Rayon plaited hose. Irregulars. Sizes 4 to 6½.
- Madeira Dresses . . . . . 59c  
Hand-embroidered and scalloped dresses with set-in sleeves; plain and yoke styles.

- Children's Bargains
- Outing Sleepers . . . . . 29c  
Children's cotton outing flannel sleepers or pajamas; seconds; sizes 2 to 8.
- Play Suits, Each . . . . . 59c  
Sample line of chambray suits, applique trimmed, 2 to 8.
- Jersey Suits, Ea. . . . . 59c  
Wool jersey brother and sister suits; pleated skirt or boys' short pants—complete with blouse. Sizes 2 to 6.
- Warm Helmets, Only . . 10c  
Suede cloth or velour; full lined; 4 colors.
- Combinations . . . . . 3 for \$1  
Girls' rayon dimple cloth combination suits; band or elastic knee. Sizes 2 to 16.

- Bargains for Girls
- Wool Pleated Skirts . . . 59c  
Wool flannel, serge or novelty weaves; on bodice top; 7 to 14.
- Slipover Sweaters . . . . 59c  
Novelty knitted wool sweaters in plain colors or fancies.
- Knitted Dresses . . . . . 29c  
Cotton knitted frocks for girls; sizes 7 to 14.
- Girls' Wash Frocks . . . 49c  
Smartly styled dresses made of fine 80-square prints. Fast colors; sizes 7 to 14.

- Bargains for Boys
- Fast-Color Shirts . . . . . 39c  
Boys' well made shirts in fancy patterns and plain colors; sizes 12½ to 14½ only; some soiled.
- Blue Denim Pants . . . . 50c  
Serviceable, for school or play; sizes 8 to 16.
- Boys' Play Suits . . . . . 39c  
Blue denim; long sleeves and long legs; sizes 5 to 8.
- Boys' Union Suits . . . . 39c  
Medium weight; short sleeve, knee length; 24 to 34.
- Boys' Union Suits . . . . 50c  
Short sleeve, long leg suits of cotton and wool with rayon stripe; mostly 12 to 16.
- "E-Z" Union Suits . . . . 39c  
Cotton and wool with rayon stripe; long sleeve, ankle length; sizes 6, 8, 10, 16.
- Lined Dress Gloves . . . . 59c  
Fully lined capeskin; 4 to 7.
- All-Wool Knickers . . . \$1.29  
Full lined; knit grip bottoms; sizes 6 to 16.
- Part-Wool Knickers . . . 88c  
Full lined; knit grip bottoms; fine for school; 6 to 16.
- Slipover Sweaters . . . . 88c  
All wool sweaters; plain colors; 26 to 36.
- Chinchilla Coats . . . . \$2.95  
All wool and part wool overcoats; broken sizes.
- Sheep-Lined Coats . . . \$1.95  
Black leatherette coats with sheepskin lining; broken sizes.



FOR ECONOMY DAY!

Sale of Dresses

For Every Hour of the Day

BARGAINS AT— \$3.00

—SUNDAY NIGHT STYLES —STREET FROCKS  
—TAILORED MODELS —BUSINESS FROCKS

It's hard to realize that you can buy a really "nice" dress for as little as \$3, but . . . just come and see for yourself tomorrow. There are styles for almost any occasion—dresses of quality—nicely made of smart fabrics! At this price you should buy two or three to "tide you over" into the spring season! One and two-piece styles—Victorian sleeves, cape styles, etc.

—Rough Crepes —Canton Crepe —Jericho Crepe  
—Novelty Wools —Satin-Back Crepes

SIZES FOR WOMEN AND MISSES

—Downstairs at Ayres.

FOR ECONOMY DAY!

Winter COATS

For Dress and Sports Wear

Reduced to— \$7.95

There are nearly 300 fine coats in this fine group—all drastically reduced for our January Economy Days! There are DRESS COATS in the smart broad shouldered Edwardian lines—lavishly trimmed with smart furs. Also a tremendous selection of SPORTS COATS in tailored lines that every woman loves for all daytime wear. In beautiful rich tweeds—some with plaid backs—others with good quality rayon crepe lining. Sizes for women and misses.

BETTER COATS REDUCED to \$10  
Finer quality dress coats—smartly tailored—trimmed with furs of unusual quality. For women and misses.

—Downstairs at Ayres.

Illustration of two women wearing winter coats. One is wearing a light-colored coat with a fur collar, and the other is wearing a dark-colored coat with a fur collar.

FOR ECONOMY DAY!

New Spring HATS

\$1.00

—Straw Fabrics —Cellophane  
—Hammered Crepe —Rough Crepes

What a wonderful opportunity to choose a gay spring hat! Every one is NEW—never shown before—and worth much more than \$1! A splendid selection of the new tip-till sailors, draped turbans, manipulated turbans and cuff turbans. In black, brown, gray, hyacinth, red, peppermint, gold.

Clearance of Winter Hats at 89c Each

—Downstairs at Ayres.

Illustration of a woman wearing a hat.

FOR ECONOMY DAY!

FULL-FASHIONED  
REAL SILK  
Chiffon Hosiery

39c PAIR

We warn you! One of the greatest hosiery values we have ever heard of is passing into history! Only one more day! Every pair is full fashioned—pure silk to the tops . . . and many have the exclusive "No-Hole" hem feature. Substandards of a quality that sell regularly at many times this price. Sizes 8½ to 10½.

—All Pure Silk to Tops —Some With Lace Tops  
—Some "No-Hole" Hems —All Have Picot Edge  
—Some With "Hem-Guard" —42 or 45-Gauge

—Downstairs at Ayres.

FOR ECONOMY DAY!

Dressy SMOCKS

88c EACH

Only ONE MORE DAY to buy these fine smocks at this very special January Sale Price! These are all made in Indianapolis. Offered in several styles—with fitted waists, diagonal closings, high necklines, some with check sleeves in matching color. Also Sanforized white uniforms. In sizes for misses and women.

—Downstairs at Ayres.

FOR ECONOMY DAY!

Men's SHIRTS

50c EACH

A great group of our finer quality shirts were taken from regular stock and drastically reduced. Included are our "Fashion Lane" and other brands. All are full cut and well made. Collar attached style. Plain colors and fancy patterns. Sizes 14 to 17. Some are soiled.

—Downstairs at Ayres.

CANDY

Specials for Saturday

Venetian Toffee, rich and buttery. .lb. 29c  
Cocoanut bon bons. . . . .lb. 19c  
3-Lb. box assorted chocolates. . . . 69c  
Jumbo salted peanuts. . . . .lb. 15c  
Spanish Peanuts . . . . .lb. 10c

—Downstairs at Ayres.

Hosiery Bargains

Women's Rayon Hose . . 25c  
Charbonized (delustered) rayon hose in smart colors; first quality; sizes 8½ to 10½. Also odds and ends of firsts and irregulars reduced to clear. 15c Pair.

Children's Hose. . . . . 10c  
Odd lots of our better stock reduced for Economy Day—lisle, novelty weaves, etc.

Boys' Golf Socks . . . . . 15c  
Or 2 pairs for 25c. Gay jacquard patterns; close-fitting top; first quality; 7 to 9½.

Dress Accessories

300 Smart Handbags . . . 50c  
A new showing of simulated leather bags in calf and morocco grains; pouch and underarm styles; black or brown.

Women's Gloves . . . . . 39c  
Washable fabric gloves in single and double woven fabrics. Flare cuffs, slippers and fancy styles.

Women's Lingerie

Pure Silk Lingerie . . \$1.09  
Dance sets, chemise, slips or bed jackets—of pure silk crepe, trimmed with lace.

Porto Rican Gowns . . . 47c  
Hand-embroidered and appliqued gowns! 16 to 20.

Women's Nightgowns . . 25c  
Hand-embroidered gowns; V or round neck; 16 or 17.

Serviceable Slips . . . . . 25c  
Good quality muslin; several wanted styles—some bias-cut.

One-Piece Pajamas . . . . 50c  
Women's printed and gingham-check pajamas with organdy or contrasting trim. Sizes 15 to 17.

Rayon Underwear . . 3 for \$1  
Chemise, bloomers, vests, panties, step-ins—of pure dye, chalk finish rayon. At nearly Half!

Cotton Knit Snuggles . . 25c  
Snug fitting pants and vests in all sizes.

Out-Size Undies . . . . . 69c  
Larger women's chalk-finish, pure dye rayon undies—step-ins, panties or bloomers—lace trimmed.

Union Suits Reduced . . 50c  
Women's winter union suits in many wanted styles; reduced for quick clearance. Sizes 36 to 50.

Childs' Union Suits . . . 35c  
Knitted suits in wanted styles; sizes 2 to 12.

Sew and Save Sale

New Silk Prints . . . Yd., 59c  
Splendid quality silks at below-market price! Stripes, checks, plaids, floral prints.

Silks and Rayons . . . Yd., 39c  
Silk flat crepes, cantons, georgettes and chiffons. Also rayon crepes, prints and sheer weaves.

"Package" Silks. . . Each, \$2.25  
Enough plain and printed silk to make one of the new scarf dresses—cut to proper lengths, matched and tied in packages—complete for \$2.25.

Corduroy Remnants, Yd., 35c  
1 to 4-Yard lengths—at the lowest price ever. Good colors.

Wash Fabrics . . . . . Yard, 8c  
Percale, cotton, linene, pique, breadcloths, shirtings, nainsook, etc.

Fine Wash Goods  
and Curtain Fabrics

10c Yard

Plain Broadcloth Figured Marquisette  
Cotton Twined Prints Printed Marquisette  
Printed Broadcloths Dotted Marquisette  
Printed Shirtings French Marquisette  
Plain Satine Curtain Nets  
Printed Linene Gay Cretonnes  
80-Square Percales

Bargains for Men

Men's Union Suits . . . . 50c  
Short sleeve, ankle length knitted suits; substandards; 36 to 46.

Fast-Color Pajamas . . . . 69c  
Coat or slipover styles; full cut, well made; sizes A to D.

Outing Pajamas . . . . . \$1.00  
"Amoskag" cotton outing flannel pajamas in coat or slipover style; heavy quality; sizes A to D.

Fancy Socks . . . 3 Pairs 50c  
Fine grade socks—mostly with double heel, sole and toe; neat patterns and colorings; firsts and substandards; 10 to 11½.

Men's Canvas Gloves . . . 5c  
Heavy weight; knit wrist; limit 6 pairs to a customer.

Outing Nightshirts . . . . 69c  
Full cut; made of heavy cotton outing flannel.

All Better Gloves . . . \$1.65  
Fur lined capeskin, fine pigskin, and unlined capeskins.

Men's Lisle Socks . . 4 Pr. 50c  
Substandards of Real Silk mercerized lisle socks; black only; sizes 9½ to 12.

Shirts and Shorts, 3 for 50c  
Fast color shorts with full seat; sizes 30 to 42. Cotton knitted shirts; substandards; sizes 34 to 44.

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