

AYRES' DOWNSTAIRS STORE

JANUARY THRIFT SALES

Bargains for Home
and Family

Special for Saturday Only!

Fried Rabbit Luncheon

Meet "friend husband" in Ayres' Downstairs lunchroom tomorrow! Perhaps he will "feel more like shopping" after he is "fortified" with a generous helping of tasty fried rabbit, and the rest of this delicious special Saturday luncheon. NOTE: You'll find it both convenient and PROFITABLE to do ALL YOUR SHOPPING in Ayres' Downstairs Store. **25c**

Fashion's Spring Frocks

Are Charming and Gay... Yet
Clean-Cut and Practical!

And They Are
January
Sale Priced!

\$5

—BLACK-AND-WHITE PRINTS
—NAVY-AND-WHITE PRINTS
—PRINT COMBINATIONS
—ROUGH CREPES
—WOOLS (STILL HIGH IN FASHION)
—CANTON CREPES
—SATIN-AND-WOOL COMBINATIONS
—BLACK-AND-WHITE SHEERS

You have three definite silhouettes to choose from when you choose your spring frocks: (1) Simple, mannish, broad-shouldered—with rather straight lines. (2) The mannish, swagger silhouette. (3) Rounded shoulder cape silhouette with flared skirt—this type for the woman who prefers to be strictly "feminine!" Come in tomorrow and decide which type YOU prefer! There's a wonderful assortment to choose from—perhaps a greater opportunity for an INDIVIDUAL selection than ever before! In sizes 11 to 17 for juniors—14 to 20 for misses—38 to 48 for women.

—Downstairs at Ayres, Where Fashions Are Less Expensive.



New! For Spring!

Girls' Sweaters

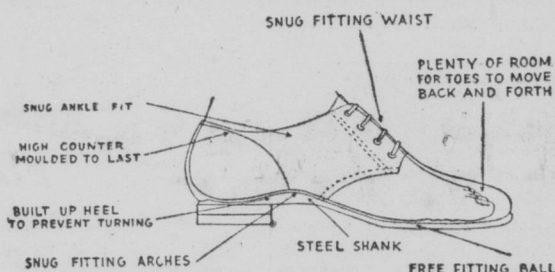
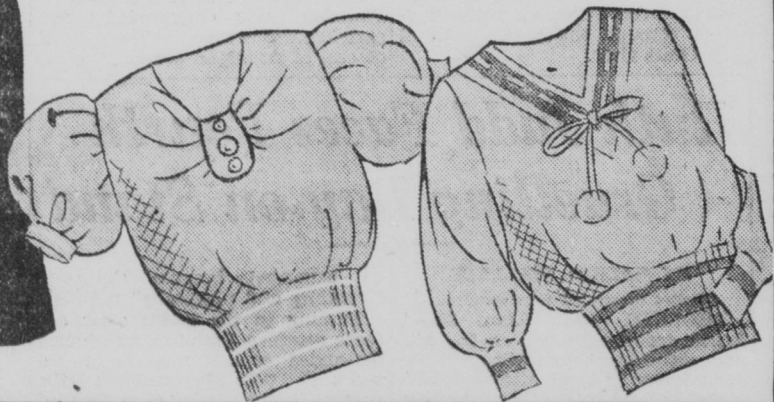
In Gay Lacey Weaves

\$1.00

Nowhere in the city have we seen girls' sweaters in such remarkably smart styles—puff sleeves, blouse effects, cap sleeves, high necks, round or V necks, frilly trimmings, contrasting trims! These are new lacey knits—in all-wool or wool-and-rayon yarns. Gay pastel tints. Sizes 30 to 36.

Girls' Wool Skirts, \$1.00

Flannels and novelty weaves in tuck-in style. Also pleated skirts on bodice top. Brown, green, wine, Royal, or navy. Sizes 8 to 16. —Downstairs at Ayres.



JANUARY SALE!

Children's "Pollyanna"

Health Shoes

At a Saving of 20%

\$2.00

(SIZES 5½ TO 8)

\$2.40

(SIZES 8½ TO 3)

This is the first time these famous children's shoes have been offered at such a low price! Mothers who understand how important it is to fit their children with shoes that permit the feet to grow straight and strong will grasp this wonderful opportunity. Many styles to choose from! Made to give SERVICE!

—Goodyear Welt Soles —Patented Airy Arch
—Full Grain Leather —Combination Last
—Built-Up Heel to Prevent Turning
—Downstairs at Ayres.

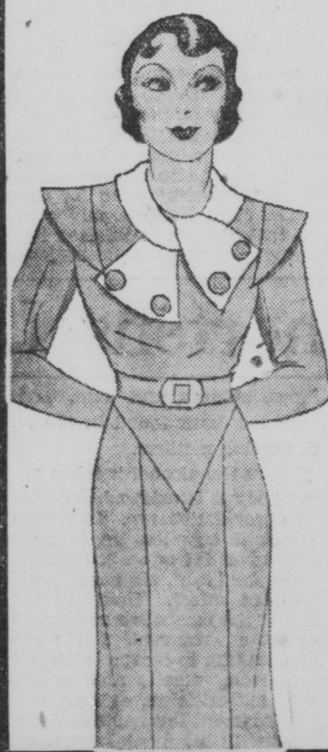
"Woolens for Spring"

Is the Fashion Story for

Sports Frocks

Priced at Just

\$3.00



Choose tomorrow—from this new group sports frocks—so gay, and lively and colorful! All of them are woolens—therefore, high fashions for spring. There are new epaulette shoulder effects, new high necklines, lots of metal buttons and some have scarf necklines in angora. Included are rabbit wools, knitted effects, and angora-filled wools. In reds, greens, blues, browns. Sizes 14 to 20. Others from 38 to 42. —Downstairs at Ayres, Sports-wear Shop.

Spring Hats are New

... New in Line ... New in Material
... and SO Comfortable to Wear!

\$1.98

You'll wear your new spring hat well forward on your head—either tilted to the right or mannishly straight—with an air of carefree gaiety. Mannish influence is seen (particularly in sailors and turban types), but strictly feminine types are available in great profusion. Soft flexible materials make the new hats more comfortable to wear—even the straws are quite flexible. Choose tomorrow from this splendid assortment!

—Bagheera Straw —Petaline —Felt
—Crystalline —Viscara —Crepes
—Rough Cello Straw Cloth
—Downstairs at Ayres.



JANUARY SALE!

A Great Purchase (2 Groups) of 1,200 Pairs

Men's Trousers

FOR MEN

\$1.69
PAIR

FOR YOUNG MEN

For the young man there is a variety of slacks and collegiate styles to choose from—in blues, browns and tweed mixtures. Many hard-finish fabrics included. Extra wide bottoms, wide waist bands, etc. Sizes 29 to 36—but not in every fabric.

... And Another Group of Better Pants at—

Cheviots, herringbones, serge weaves, and fabrics with worsted face and French back. Styles suitable for work or dress wear. These are trousers of much finer quality—offered at a very special price! Sizes in the group, 29 to 50. **\$2.69**

—Downstairs at Ayres.

JANUARY SALE!

Women's Full Fashioned REAL SILK HOSE SHEER CHIFFON WEIGHT

Substandards

39c PAIR

—PURE SILK TO THE TOPS, yet fully reinforced for long service!
—Some have "NO-HOLE" HEMS! "Real Silk" is the only full fashioned hose without a "hole" inside the hem.
—Some have LACEY TOPS—so smart looking and dainty!

—Some have patented "HEM GUARD." Another exclusive "Real Silk" feature that means longer life for your hosiery.
—All have dainty PICOT EDGE—a finishing touch that adds to the beauty of your hose.
—Sizes 8½ to 10½—in a wide range of wanted hosiery shades.
—Downstairs at Ayres.