

# AYRES ★ DOWNSTAIRS ★ STORE

Pledges: **FULL SPEED AHEAD** in 1935!

## JANUARY SALES



### "JUNIOR-MISS" DRESSES

For Every Hour in the Life of  
"the Young Lady-About-Town"

**\$6.95**

You can wear these dresses. They're exciting, they're different. They'll bring you up to date! The fashions are "hot off" the train from New York. The colors and materials are wildly successful and they'll flatter you! So make a Saturday Date with the "Junior-Miss" Shop and you'll look your best when your B. F. calls.

—Downstairs at Ayres.

### General Clearance SALE! Women's Quality Shoes

Style Shoes Reduced to

**\$1.59**

Straps, pumps and oxfords at a savings of 20% to 50%. Brown or black colors in kids, calfskins and rough leathers. Medium or high heels. Sizes from 3 to 8. Widths AA to C.

'American Girl' Shoes Reduced to

**\$2.99**

A limited quantity of our famous "American Girls" in a broken size and color range. Black, blue or brown kid shoes. Styles that you'll like, and they're comfortable. Sizes from 4½ to 9. Marked to a "low" clearance price.

"Corliss" Shoes Reduced to

**\$1.99**

Limited quantity of these style shoes at a record savings. The size and style range is in an extremely broken condition, but every shoe is at a sensational reduction. Black, brown or blue. Straps, pumps or oxfords.

"Corliss" Style Shoes Reduced to

**\$2.99**

All new winter styles taken from our regular stock. Not a complete size range in each style, but a complete size range in each group. Black or brown, in desirable styles. Sizes 3½ to 8. Widths from AAA to C.

—Downstairs at Ayres.

### JANUARY SALE!

#### IRREGULARS of Very Fine Quality Ringless Chiffon Hose

At a  
Bargain  
Price!

**50c** Pr.

Irregulars of  
Service Weight  
**HOSE**  
**50c** Pair



Count on the Downstairs Store Hosiery Department and the January Sales to bring you another Hosiery Value of this magnitude. These Ringless Full Fashioned Chiffon Hose are exceptionally sheer and beautiful. They're made on a genuine Ringless machine... that means they're a truly Ringless stocking. Smart picot top and ravel stop. All smart hosiery shades. Sizes 8½ to 10½.

—Downstairs at Ayres.



MANUFACTURER'S  
CLOSE-OUT SALE!

### BLOUSES

In 3 Bargain Groups

**\$1.59**

This group of blouses consists of plaids, stripes, checks, plain crepes, plain satins, taffetas, pastels. You'll find plenty of navy and brown shades. Long or short sleeve styles. This group includes some seconds, some blouses that are soiled. Sizes 34 to 44.

**\$1.98**

Long sleeve tailored styles. Long sleeve tunic blouses, and a group of lovely lace blouses. Taffetas, satins, crepes in a varied selection of colors. Lots of browns and navys. (Sizes 34 to 44.)

**\$2.98**

Tailored satin blouses and tunic blouses. Metal button trim. Rhinestone trim and long and short sleeve styles. Navy, brown, egg-shell, wine, flesh, green, black colors. Sizes from 34 to 40.

Sports Skirts . . . . . **\$1.98**

Slipover Sweaters . . . . . **\$1.98**

Twin Sweater Sets . . . . . **\$2.98**

—Downstairs at Ayres.

### JANUARY SALE!

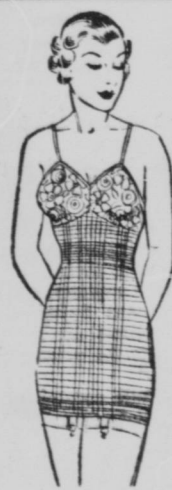
Two-Way Stretch

### Girdles

2 Smart Styles at **98c**

Combination with lace top, ribbon straps and two-way stretch girdle attached. The "Wee-Bit" 2-way stretch girdle with 4 hose supporters. Small, medium and large sizes, for the smaller figure.

—Downstairs at Ayres.



### SALE! Girls' New Coats

Here's a January Sale for Miss 7 to 14. A sale that gives her a lot of value for a low cost. Girls' coats or coat sets in novelty wool mixtures in all the smart colors. The coat sets have hats to match, or hat and muff to match. Chinchilla fabrics, diagonal weaves. Sizes 7 to 14.

**\$3.98**

Girls' "Dressy" Wool Frocks

**\$1.98**

Miss 7 to 14 will admire these wool serge frocks in solid colors, or wool plaids with a cute novelty trim. They're smart and extremely good looking. January Sale priced!

Girls' "Sporty" Wool Frocks

**\$1.65**

For school, for play, for cold January days, Miss 7 to 14 will want these warm novelty wool dresses with a zipper front and in solid and contrasting colors. Sale priced!

—Downstairs at Ayres.

### JANUARY SALE!

Fabric Gloves

**64c** PAIR

Smart washable fabric gloves in pull-on style. Sakeeman's samples and discontinued styles of a famous maker, at a sensational low price!

—Downstairs at Ayres



### SALE of Men's SHIRTS and PAJAMAS

Quality Fabrics  
at a Very Low  
Sale Price!

**\$1.00**  
EACH

THE SHIRTS are pre-shrunk broadcloths with pleated sleeves and back. They're full cut and have big roomy bodies. They usually sell for much more! Plain white, plain colors and fancy patterns in a large assortment of sizes from 13½ to 18.

THE PAJAMAS are made of quality broadcloths. Choose from 3 smart styles. Coat, slip-over or notch lapel styles. The tops are full cut and have plenty of length to sleeves. The trousers are full cut and have an elastic back. Sizes A, B, C and D.

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### JANUARY SALE!

Men's All-Wool

### Worsted Suits

and All-Wool

### OVERCOATS

**\$12.95**



THE SUITS—are brand new all-wool worsteds. Every suit is well tailored and cut along this season's standards. 5 Shades of brown—6 shades of blue—4 shades of gray and 5 shades of mixed patterns are in the group. All sizes.

THE OVERCOATS—are styled like you want them, cut like you want them and priced at the price you want them. Select from 6 shades of brown, 3 shades of blue, 2 shades of oxford and 5 check patterns. Sizes for all men.

Suede Leather  
Jackets, **\$3.98**

Real suede leather jackets with zipper front, knit collars and cuffs. Warmly lined. Sizes for all men!

—Downstairs at Ayres.

### Ladies! You Get Quality that Endures in Our "Sew and Save" Sale

Our annual "Sew and Save" Sale gives you fabrics of unusual QUALITY. Before a piece of material is accepted by us... it has to be the very finest... it has to be absolutely fast color... it has to be of the best construction... and, of course, it has to be a VALUE... at a saving of many pennies on each yard. Here are 2 typical examples that give you QUALITY and VALUE.

Dress Manufacturer's

**SILK**  
Remnants  
**59c** Yd.

Remnants direct from the cutting tables of dress manufacturers. Not mill remnants. This season's fabrics, the same kind they're putting in the new spring frocks. Every piece is a quality fabric, every piece is fast color and dyed perfectly... and every piece is a real VALUE! Lengths from 2 to 5 yards. In all the newest colors and weaves.

Extra Fine Quality

**WASH**  
FABRICS  
**15c** Yd.

Every yard is fast color and of Ayres' standard for Quality. And every yard brings you a savings of many pennies on each yard. Choose from 12 different fabrics, 10 to 20-yard remnant lengths.

Printed Broadcloths  
Printed Percalines  
Linenes  
Sailings  
Plain Broadcloths

Cotton Challis  
Printed Corded  
Novelties  
80-Sq. Percalines  
White Broadcloth  
—Downstairs at Ayres.

