

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.



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.

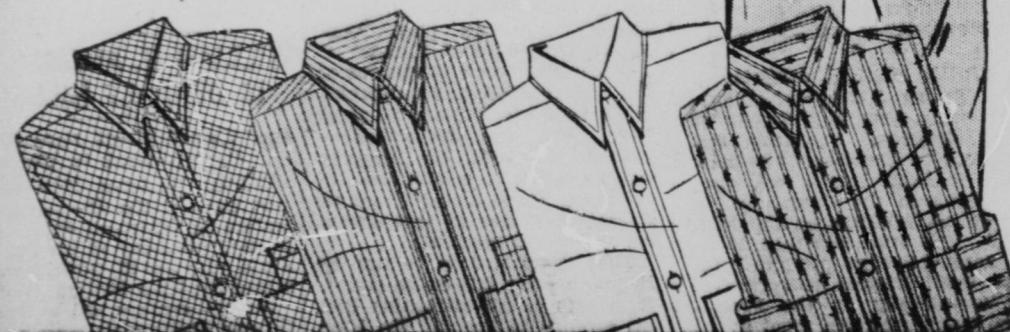
SALE of Men's SHIRTS and PAJAMAS

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 13 1/2 to 18.

—Downstairs at Ayres.



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.

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.

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.

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 Percales
Linen
Satin
Plain Broadcloths

Cotton Challis
Printed Corded
Novelties
80-Sq. Percales
White Broadcloth

—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

\$2.98

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.

Sports Skirts **\$1.98**

Slipover Sweaters **\$1.98**

Twin Sweater Sets **\$2.98**

—Downstairs at Ayres.

JANUARY SALE!

Fabric Gloves

64c PAIR

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

—Downstairs at Ayres.

