

JANUARY ★ THRIFT ★

Men's "Real Silk"
Lisle Socks

3 for 50c

Irregulars. Black and assorted colors. Sizes 9½ to 12. Double sole, heel and toe.

★

Men's Full-Cut
Work Shirts

2 for \$1

Triple stitched blue work shirts. Well made, full cut. 2 pockets! Sizes 14 to 17.

★

Children's Sturdy
Dress Shoes

\$1.89

Choice of strap, oxfords or high shoes in black, brown, patent, white. Sizes 8½ to 13.

★

Women's Warm
Balbriggan Pajamas

59c

One and two-piece styles. Round or V necks. Light or dark shades. Second. Sizes 16 and 17.

★

Kabo Foundation
Garments Reduced

20%

All our regular stock of our famous Kabo Foundation garments reduced 20%.

★

Better Quality Wash
Goods Remnants

15c Yd.

Choose from at least 12 different fabrics. Some in 10 yd. lengths.

★

Boys' Fast-Color
SHIRTS

2 for \$1

White and neat fancy patterns. Full cut, well tailored. Sizes 6 to 14.

★

Tots' New Print
Panty Dresses

39c

These are all fast color prints in a large selection of pretty colors.

★

Girls' Novelty
SWEATERS

88c

All-wool and novelty sweaters. In a large choice of wanted colors. Assorted sizes.

★

Special Sale!
Innerspring
Mattresses

\$8.50

These are exceptional bargains. Choice of covers. 169 Electric tempered springs, covered with 32 lbs. of felted cotton.

—Downstairs at Ayres.

A Great Two-Day BARGAIN Jamboree

Thursday and Friday Only!

TOMORROW and Friday Ayres Downstairs Store takes another big step toward fulfilling its pledge to "Go Full Speed Ahead in 1935!" Because of our desire to "sell more goods—so more goods can be made—so more men can WORK," we have indulged in a veritable orgy of price-cutting! We've created values that NO THRIFTY WOMAN can afford to pass up. Make a list of your needs NOW! Plan to be here early tomorrow morning—for first choice of wonderful assortments, of AYRES QUALITY merchandise!

We Continue Our
Big Sale of

Wash Frocks
In 3 Smart Groups

94c

A saving of exactly 21% on these wash frocks. Smart, new styles and trims. Percales, prints, plaids, dots, etc. Sizes 14 to 46.

\$1.09

Glorious values bought specially for this sale. Clever new patterns and colors and styles. Gingham, percales, cotton crepes, plaids, dots, stripes and florals. Sizes 14 to 52.

\$1.39

You get quality, fit, large assortments, all the new colors and a saving of almost 1-3 on these frocks. Travel crepes, florals, street styles, shirtwaist styles in sizes 14 to 46.

—Downstairs at Ayres.

THRIFT SALE!

**Skirts and
Sweaters**

\$1 Each

The sweaters are fancy slipovers. All colors in sizes from 34 to 40. The skirts are smartly styled. Plain colors. Sizes 26 to 32.

—Downstairs at Ayres.



**SALE! Brand New
DRESSES**

\$5.00

New winter into spring fashions that'll add a lot of dash and snap to your winter weary wardrobe. Smart prints, brand new black beauties with crisp white touches. Lots of that favorite new peacock blue color. Daytime, afternoon, business, and street styles you can wear. Sizes for women, sizes for misses and sizes for juniors. At a sensational low sale price that saves you almost one dollar on each dress.

Just 20 New Fur* Coats

For you women who were disappointed—for all you women who were unable to attend our last sale... we've just received another shipment of those gorgeous fur coats with superior STYLING, warm INTERLINING and luxurious FUR. All fitted styles in sizes 14 to 44.

\$38

*Seal Dyed Australian Rabbit

—Downstairs at Ayres.

SALE! New Hats

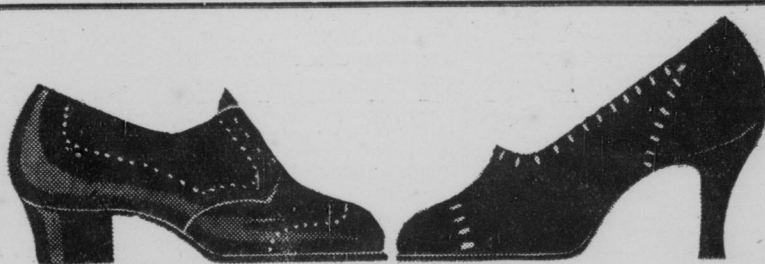
Manufacturer's Close-
Outs—at a Big Saving

69c



A special 2-day sale of styles to wear now and into early spring. Turbans, off-the-face styles and "high hat" styles. All made to sell for much more. In silk crepe, straw fabric, bagheera, felt, velvet, metals and ribbon materials. Choice of many colors.

—Downstairs at Ayres.



Sale! Women's Shoes

January Thrift Days feature these thrilling values. 600 pairs of women's and growing girls' pumps, straps and oxfords. Black or brown colors. Included are a few pairs of evening sandals. All sizes in the group, but not every size in every style. Clearance priced.

—Downstairs at Ayres.

\$1.00
PAIR

THRIFT SALE! 2 Days Only!

IRREGULARS OF

REAL SILK

DeLuxe Chiffon Hosiery

2 Pairs \$1 1 Pair 55c

This is a once-in-a-blue-moon value! It's been a long time since we've had DeLuxe Chiffon hose for this price... and it'll probably be a long time to come before it happens again. These are lovely stockings, clear and sheer and protected by those 10 guardmen that are a Real Silk feature. In all the new shades. Sizes from 8½.

—Downstairs at Ayres.

THRIFT SALE! 2 Days Only!

IRREGULARS OF

REAL SILK

FINE QUALITY LINGERIE

47c **\$1.47** **\$1.77**

Discontinued numbers of rayon bloomers, panties and petticoats. Plain tailored styles. Peach. Assorted sizes.

Pure dye silk slips with bodice tops and beautiful lace trim. A few tailored styles. Sizes 30 to 44. Mostly white.

Pure dye silk gowns with V neck. Cut full and long. Bias cut. Tealose or blue. Lace trim.

—Downstairs at Ayres.

CLEARANCE! Just 81

Men's Suits & Overcoats

Men, tomorrow's the time to hop on this opportunity and save yourself a few dollars. The suits are smartly tailored and come in a fine selection of patterns and colors. Just 53 in the group. The overcoats you'll find to be warm and well tailored. Half belted styles. Just 28 in the group.

—Downstairs at Ayres.

\$10
EACH

Perfect Quality—Seamless

9x12 Axminster Rugs

These are heavy quality rugs. They are in the popular homespun pattern as well as in hit and miss designs. Every rug is seamless... and every rug is perfect. Choice of handsome patterns and colors that will blend in with your type furnishings. Ayres Deferred Payment Plan is Available.

—Downstairs at Ayres.

\$18.75

SALE! Men's SHIRTS

2 for \$1.00

A very special value for 2 days only! Full cut, white, plain color and fancy pattern broadcloth shirts. Splendidly tailored with long sleeves and neat collars that "stay put." Sizes 14 to 17.

—Downstairs at Ayres.

Ruffled Priscilla Curtains

Each side is 36 inches wide and 7 feet long. Cushion dot, colored dot, colored figure, figured marquisette materials. In cream or ecru colors. Splendid values... marvelous materials.

—Downstairs at Ayres.

77c
PAIR

Boys' Jackets . . . Each

Blue Melton with zipper front. Heavy weight. Sizes 8 to 16. A special value. **\$1.49**

Boys' Pajamas . . . Each

Fast color pajamas in coat or slipover styles. Plain and fancy colors. Sizes 8 to 16. **77c**

Boys' Slacks . . . Pair

Corduroy slacks in plain colors. Collegiate bottoms. Sizes 6 to 20. **\$1.79**

Boys' Sweaters . . . Each

Heavy stitch slipover style sweaters. Part wool. Assorted colors. Sizes 28 to 36. **\$1.00**

Boys' All-Wool Sweaters

All-wool slipover sweaters. In assorted colors. Sizes 28 to 36. **\$1.49**

Boys' Prep Suits . . Each

All-wool prep suits in grey or tan cashmere material. Sizes 12 to 20. **\$7.98**

Boys' Raincoat Sets . Each

These have helmets to match. Full length and full size. Waterproof. Sizes 8 to 20. **\$1.79**

Sheep-Lined Coats . Each

Black leatherette sheep-lined coats. 4 pockets, full belt. Sizes 6 to 18. **\$2.69**

Girls' Twin Sets . . Each

All-wool and novelty twin sweater sets. Sizes 7 to 16. Lots of bright colors. **\$1.55**

Girls' Print Dresses . Each

Novelty prints and plaids in lovely styles. Sizes 7 to 14 and 10½ to 16½. **55c**

Girls' Blouses . . . Each

In prints and stripes and plaids. Sizes 7 to 14 years. Lovely color selection. **55c**

Girls' Sports Dresses . Each

Novelty wool sports dresses. Zipper and lace tie style. All colors. Sizes 10 to 16. **\$1.65**

Girls' Wool Skirts . . Each

All-wool bodice top skirts. Brown, navy and wine colors. Sizes 7 to 14. **\$1.15**

Girls' "Cinderella" Frocks

These are samples of better dresses. Choice of colors and styles. Sizes 7 to 16. **88c**

Girls' Coats and Coat Sets

Or dress coats. Navy chinchilla, diagonal weaves, fur and astrakhan trim. Sizes 7 to 14 years. **\$3.98**

Girls' Plaid Dresses . Each

Novelty plaid part-wool dresses. Washable pique collar trim. Sizes 10 to 16. **\$1.29**

Boys' Wash Suits . . Each

Self-help style. Broadcloth in solid colors and combinations. Sizes 2 to 6. **79c**

Brother and Sister Suits

All-wool brother and sister suits in red, brown, blue and green colors. Sizes 3 to 6 years. **88c**

Boys' Wash Suits . . Each

These are in plain colors. Well made and smartly styled. Sizes 3 to 6 years. **55c**

Tots' Wash Dresses . Each

New spring styles in prints that are washable. Smart colors. Sizes 3 to 6½. **55c**

Tots' Bathrobes . . Each

These have novelty trim and are in sizes 2 to 6½ years. Good color selection. **55c**

Infants' Buntings . . Each

Warm, serviceable baby buntings. Trimmed with satin ribbon. Blue or pink. **55c**

Cloth of Gold . . . Yard

No. 60. Fine soft finish muslin. Because of limited quantity—only 10 yds. to a customer. **15c**

SALE!

Saves You Money

Gives You Quality

AYRES ★ DOWNSTAIRS ★ STORE