

A JANUARY SALES DOWNSTAIRS at AYRES

You Can Be Sure These Are The Smartest—The Newest "Junior-Miss" DRESSES For Only—\$3.98

Before you go out, come in and get a new "Junior-Miss" dress. They're new—smart and thrifty priced. You'll wear them now . . . and on up until the Easter parade. Cunningly styled, smartly trimmed with the latest "fashion" touch. Gay, bright colors or combinations that'll add a lot of dash and splash to your life, day or night. New prints, too, and you'll find a large assortment of "black beauties" with touches of white.

Sizes from 11 to 19

Rough Crepes
Crinkle Crepes
Canton Crepes
Acetates
Printed Crepes
Failles

COLORS:
Gray and Raspberry
Black and White
Navy and Gray
New Prints
Greens . . . Reds
Browns . . . Tans

STYLES:
Daytime
Afternoon
Street
Classroom
Campus
Date Night

—Downstairs at Ayres.

JANUARY SALE!
New "Winter Into Spring" Styles—Fabrics and Colors!

HATS

\$1.00 Each

If you want to create a lot of headline interest the next few months! If you want to look your best! If you want to add a lot of color to your wardrobe! If you want STYLE and QUALITY! Then be sure to attend this January Sale of new hats. You'll find a large selection of turbans, off-the-face styles and pill-boxes, in all the smart new colors. 22 and 23 headsizes.

Raspberry Brown Navy
Peacock Black Green
Blue White Blue

—Downstairs at Ayres.

"Sew and Save" SALE!
Better Silk Remnants
Choose from silk flat crepe, rayon crepes, French crepe, wool dress goods and corduroy remnants in usable lengths. All of better quality.

39c YARD

Fine Quality Wash Fabrics
Choose from 12 different fabrics in remnant lengths. Every yard fast color materials. Every yard an exceptional value . . . every yard Ayres' quality.

15c YARD

—Downstairs at Ayres.

Saturday Only!
Innerspring MATTRESSES
\$8.75

A one day special January Sale Price. This mattress has 169 tempered steel coils, covered with 32 pounds of felted cotton. Comfortable and restful.

—Downstairs at Ayres.

Anywhere, Anytime—The Smartest Fashion From NOW 'Till Easter Will Be

New PUMPS

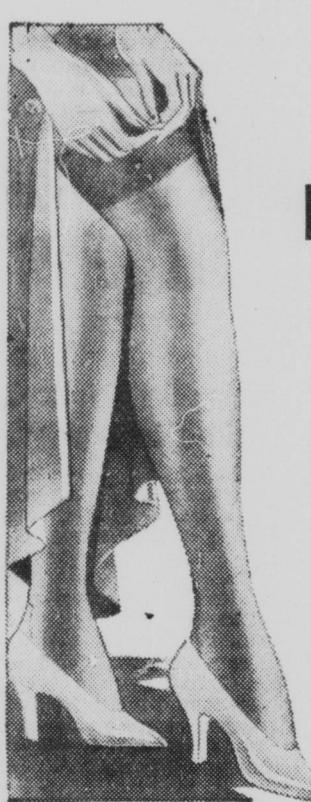
Featured at the Low Price of \$2.99 PAIR



Underfoot you'll wear Pumps. They're smart, they're practical, because they "go-with" almost any costume, anytime! Choose from a very large selection of black kid, brown kid, blue kid and patent leather. Black kid and brown patent with baby Louis heel. Sizes 3 to 9, widths AAA to C.

—Downstairs at Ayres.

JANUARY SALE!
IRREGULARS of Very Fine RINGLESS Chiffon HOSIERY
At a Bargain Price! 50c From a Famous Maker!



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.

JANUARY SALE—Saturday Only!
Girls' Better Wash Dresses
\$1.29

These are higher priced "Cinderella" wash frocks in heavy prints for school and play or sheer Organdy for dress-up occasions and parties. Lovely trims that are as cute as a button. Smart styles and a large variety of bright, gay colors. Sizes 7 to 16. For Saturday only!

—Downstairs at Ayres.

JANUARY SALE!
Men's Wool Worsted Suits and Wool Overcoats
\$12.95 EACH

Brand new styles and patterns in a large selection of colors. Every garment is well tailored, every garment is cut to the standard for men's fashions. Regulars, stouts, longs and short models for men and young men.

Suede Leather Jackets (Spotted) \$3.98

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January Sale of Men's SHIRTS and PAJAMAS

THE SHIRTS are of pre-shrunk broadcloths. They're full cut and have big roomy bodies. Plain white, plain colors and fancy patterns. Sizes from 13½ to 18.

THE PAJAMAS are made of fine count broadcloths. Coat, slipover or notch lapel styles. Full cut, big and roomy. Assorted sizes. Large assortment of colors.

Irregulars of Men's "Real Silk" Silk Socks, pr. 25c

—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.

Saturday Only!
Save 21% on These Better Pure Silk SLIPS 94c EACH

Saturday you get the Slip of your life and the "buy" of your life! These pure dye silk slips usually sell for much more . . . as you will see when you examine the workmanship and the quality of material. Bias cut, adjustable shoulder straps in flesh or tearose. Sizes 34 to 44.

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SATURDAY ONLY!
SKIRTS and SWEATERS

At a January Sale Price

The Skirts are in plain colors in plain flannels or tweedy mixtures. Sizes 28 to 32. The Sweaters are in plain colors in novelty mixtures. Sizes 32 to 44.

\$1.79 EACH

—Downstairs at Ayres.

JANUARY SALE!
Fabric Gloves 59c PAIR

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

—Downstairs at Ayres.