

SEE PAGE 15 for NEWS of

a GREAT MEN'S CLOTHING SALE!

# Sales and Clearances

**It Begins Tomorrow  
Morning at 9:30!**

**Downstairs  
at Ayres**

**You Save Because Dress  
Makers Are Overstocked**

*You Get QUALITY and the Pick of Mid-Winter FASHIONS In this  
Tremendously Important Manufacturer's Clearance*

## SALE of DRESSES

**1,000 Fresh NEW Garments—Offered  
at Far Below Regular Prices!**

### NO MORE THAN FOUR DRESSES TO A CUSTOMER

We expect empty racks by  
early afternoon... Remember  
not all styles in every  
color and size—so

*Be Here Early!*

Pick any dress blindfolded  
... you'll be getting good  
style, good quality and an  
excellent value!

Because so many of these  
dresses are on sale for *less  
than their REGULAR  
PRICE* we can't sell to  
dealers!

Do you like quality clothes... and love a bargain? Be  
here early tomorrow for one of the Biggest Sales of the  
year! An unusually mild Christmas season has slowed  
up selling... manufacturers have become overstocked  
and need cash! Ayres' Downstairs always on the look-  
out for the dramatic, stages another famous dress sale!  
We bought these dresses Friday—they arrived Monday  
P.M.—marked Tuesday—and will be ready for YOU to-  
morrow! Every dress is a brand new current model...  
made to sell for more than this price. You'll find a com-  
plete style, color and size assortment for everyone!

#### Sizes for Every One!

14 to 20!

11 to 19!

38 to 52!

16½ to 24½!

#### These Fabrics and Styles!

Dresses in matelasse, Blistersheer, crepe,  
all print dresses and print combinations.  
Styles for daytime, afternoon, business,  
informal parties and evening affairs.  
Plenty of metal trimmed dresses, plenty  
of black and white, lingerie touches,  
fringe, sequin, accordin pleats and pais-  
ley print trims.

—Downstairs at Ayres.

#### Colors!

Black	Blue
Green	Wine
Gold	Gray
Rust	Navy
Royal	Navy with
Blue	Prints
Peacock	Brown
Blue	Lt. Blue

**\$3.69**  
*2 for \$7*

**Extra Salespeople!  
Extra Fitting Rooms!  
Ayres' Famous Service!**

### CLEARANCE!

Women's and Misses'

#### Pure Silk Gowns

Greatly  
Reduced **\$1.34**  
EACH

A beautiful quality all-silk gown in two  
lovely styles. V or square neck with ex-  
quisite lace trim. Frilly, feminine styles to  
delight any woman. Tealose color. Sizes  
16 and 17 in group. Clearance priced.

#### Silk or Satin Gowns

Women's pure silk crepe or satin  
gowns with V neck, lace or tailored  
trim. Tealose or dusky pink. Sizes  
16 and 17.

**\$1.74**

#### Wom. Pongee Coolie Coats

All silk natural color pongee coolie  
coats or pajamas with bright ori-  
ental trim. Sizes 16 and 17.

**89c**

#### Women's Balbriggan Pajamas

Stout size balbriggan pajamas in  
the favorite two-piece style. Short  
sleeves. Regular stout sizes. Clear-  
ance.

**\$1.00**

#### Women's Rayon Undies, Each

Regular or stout sizes in the group.  
Serviceable rayon panties, bloom-  
ers, chemise, stepins or vests. Tea-  
rose colors.

**29c**



### CLEARANCE!

#### Women's SHOES

329 Pairs of Higher Priced Styles

Offered at a Savings Up to 1/3 Off!

Spend your Christmas check wisely and well! This Clear-  
ance Sale offers a splendid opportunity for you to buy  
something you need. Just 329 pairs of new shoes—short  
lots of this season's styles reduced for immediate clear-  
ance. Pumps, straps or oxfords in sizes 4 to 9, widths  
AAA to C, but not every style in every size.

—Downstairs at Ayres.

**\$1.99**  
PAIR

#### ... and a Clearance Sale of 297 Pairs of Women's Shoes

Every pair has sold for much more than this low price. Because we  
need space, because the color, size and style range is broken we've  
reduced them for clearance. Pumps and oxfords in black or brown.  
Sizes 4 to 8, widths AA to C, but not in every style.

**\$1.59**  
PAIR  
—Downstairs at Ayres.

### CLEARANCE!

Women's and Misses'

#### Twin Sweaters

Greatly  
Reduced!

**\$2.59**

This winter weather calls for warm sweat-  
ers. Here you are at a tremendous saving.  
All wool twin sets in smart pastel shades or  
plain colors of navy, red or gray. Reduced  
for clearance! Sizes 34 to 40.

#### All-Wool Slipon Sweaters

Hand-fashioned slipon sweaters, all  
wool. In bright high shades that  
go well under your dark winter  
coat. Sizes 34 to 40.

**\$1.59**

#### Women's Slipover Sweaters

All-wool slipons in lovely plain  
colors of navy, brown, green and red.  
Warm, heavy knit styles in sizes 34  
to 40.

**\$1.29**

#### Clearance! Sports Dresses

A grand group of active sports  
dresses in jerseys, camel sueded,  
rayons and angora. Broken as-  
sortments and colors. Sizes 14 to  
40.

**\$1.99**

#### Clearance! Slipon Sweaters

Some of them are all wool. Others  
a heavy knit. Long and short  
sleeve styles. Broken assortments.  
Sizes 34 to 40 in group.

**79c**

**AYRES ★ DOWNSTAIRS ★ STORE**