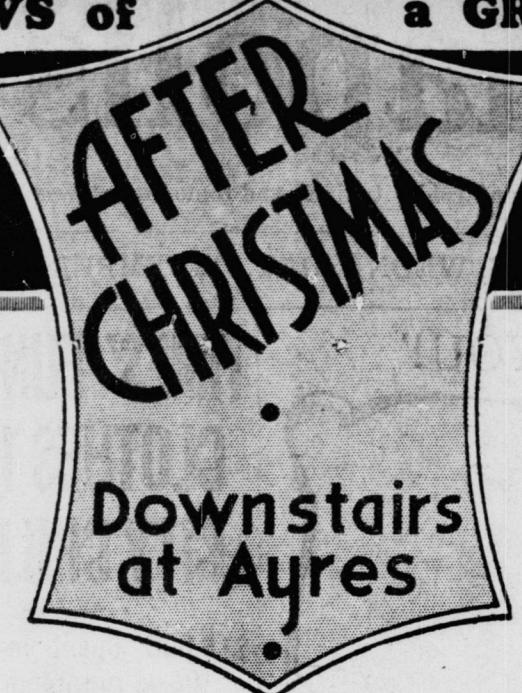


SEE PAGE 15 for NEWS of a GREAT MEN'S CLOTHING SALE!

Sales and Clearances

It Begins Tomorrow Morning at 9:30!



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 lookout 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 tomorrow! Every dress is a brand new current model... made to sell for more than this price. You'll find a complete 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, Blisterheer, 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, accordian pleats and paisley print trims.

—Downstairs at Ayres.

Colors!

Black	Blue
Green	Wine
Gold	Gray
Rust	Navy
Royal	Navy with Prints
Blue	Brown
Peacock	Lt. Blue
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 exquisite lace trim. Frilly, feminine styles to delight any woman. Tearose 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. Tearose or dusky pink. Sizes 16 and 17.

Wom. Pongee Coolie Coats
All silk natural color pongee coolie coats or pajamas with bright ornate trim. Sizes 16 and 17.

Women's Balbriggan Pajamas
Stout size balbriggan pajamas in the favorite two-piece style. Short sleeves. Regular stout sizes. Clearance.

Women's Rayon Undies, Each
Regular or stout sizes in the group. Serviceable rayon panties, bloomers, chemise, stepins or vests. Tearose colors.



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 Clearance 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 clearance. Pumps, straps or oxfords in sizes 4 to 9, widths AAA to C, but not every style in every size.

\$1.99
PAIR

—Downstairs at Ayres.

... 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 sweaters. 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.

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.

Clearance! Sports Dresses
A grand group of active sports dresses in jerseys, camel suedes, rayons and angorette. Broken assortments and colors. Sizes 14 to 40.

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