

# JANUARY SALES at AYRES



## Tomorrow! A Thrilling January Sale! 'Tween-Season DRESSES

Brand New Styles With a Touch of Spring to  
Pep-up Your Jaded Spirits and Wardrobe!

**\$5.00**

Colorful Spring Prints! New Blacks!  
New Navy Blues! The New  
Bon-Bon Shades!

Sizes:  
11 to 17!  
14 to 20!  
38 to 46!

Above:  
Bon-bon gray crepe afternoon  
dress with powder blue stone  
belt and clip. Note the sleeve  
interest. Size 13 at ..... \$5.

★  
Styles for:  
Daytime  
Office  
Street  
Bridge  
Club  
Meetings  
Dining

Afternoon  
Classroom  
Business  
Informal  
Parties  
Theatre  
Dancing

We've never had a more  
thrilling 'tween - season  
assortment! Brand new  
colorful prints, advance  
harbingers of spring, for  
bleak, unexciting winter  
days. The very newest blacks,  
you'll want one for January and  
February occasions. Smart navy  
blues, no smart woman's wardrobe  
is complete without one. The lovely  
new bon-bon shades in blue,  
green, rose, gray and brown,  
to brighten up your dark winter coat.  
Sizes for women, misses and the  
junior miss.

—Downstairs at Ayres.

### SPECIAL for SATURDAY!

## "Corliss" Silk Slips

JANUARY  
Sale Price

**\$1.00**

ONE DAY  
ONLY

This is our own famous brand slip, made to Ayres' specifications of cut and fit. Superb quality of silk crepe in tailored or lace trimmed styles. Bias cut to cling and give your dress a smooth line. California V top styles. Tearose color. Sizes 34 to 44.

—Downstairs at Ayres.

### JANUARY SALE! All-Wool Ski Pants

Misses  
Sizes **\$1.98**

These ski pants are well made to give you all the freedom  
you need and at the same time keep you warm as toast. In  
plain colors of navy, black, brown, green and wine. Sizes  
14 to 20.

#### Plaid Ski Jackets, **\$3.98**

Heavy wool plaid design ski jackets in double breasted style.  
Two pockets and fully lined. Large assortment of colors.  
Sizes 14 to 20.

—Downstairs at Ayres.

### For All-Occasions, Choose

## Plain-Toe PUMPS

Sizes:  
3 to 9  
Widths:  
AAA to C

**\$2.99** PAIR

Shoe styles may come and go, but the plain toe pump still remains the favorite choice of every smart woman. Because they are so simple in detail and smart in line they'll take you any place you want to go, any time. Choose from black kid, black patent or white dyeable crepe. All with high heels.

Children's Oxfords and Shoes, **\$1.79**

—Downstairs at Ayres.

### January Sale!

## Men's All-Wool Worsted Suits

**\$13.95**  
EACH



The sale you've been waiting for! Hundreds of  
new worsted suits in the fabrics, the colors, the  
patterns, the styles you can wear the year around.  
Plenty of dark patterns for business wear. Plenty  
of sports back styles for the younger set.

## Men's Overcoats

**\$11.00**  
EACH

These are big, roomy, warm styles in the styles you can wear,  
the colors and patterns and fabric best suited for cold  
weather. Meltons, checks, mixtures in half belted styles.  
Brown, gray, blue and tans. All sizes.

—Downstairs at Ayres.

Men's New Fur  
Felt Hats. \$2.29



### JANUARY SALE! 1,200 Sample Pieces of Beautiful Costume Jewelry

Clips  
Bracelets  
Earrings  
Pins  
Necklaces  
Simulated Pearls **29c**

Wood  
Rhinestone  
Catalin  
Metal in  
gold or silver  
finish

A sample sale of beautiful costume jewelry in mostly few of a  
kind types. Manufacturer's clearance at a price almost 2 to  
3 times lower than the usual price. Choose from five different  
styles in 5 different types. Each piece handsomely finished  
and smart for wear now.

—Downstairs at Ayres.

Sizes  
8½ to 10½



### January Sale! First Quality

*La Sayre* Hose **59c**  
PAIR

In 8 Smart Winter Shades!  
A mighty low sale price for genuine first quality silk chiffon  
hose. At this price you can afford to buy at least a  
dozen pairs. Ringless construction, plot top, full-fash-  
ioned, 42 gauge, sheer chiffons in a complete size and  
color range.

—Downstairs at Ayres.