

JANUARY SALES

DOWNSTAIRS 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!

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.

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	Afternoon
Office	Classroom
Street	Business
Bridge	Informal
Club	Parties
Meetings	Theatre
Dining	Dancing

Special January Selling!

"Fur Prices Are Rapidly Rising," Say the Very Latest Market Reports! SAVE NOW, in this Special January Selling! Ayres Long-Term ★ Layaway Plan Is Available on Purchase of

A Beautiful Fur Coat

\$38

Swagger Style
Semi-Fitted Style

Our New York office tells us that fur prices are rapidly rising, and that our next shipment of coats will cost us and YOU considerably more. If you plan to own a beautiful fur coat, smartly styled, and made of beautiful black seal dyed rabbit then take advantage of this special selling and our Long Term Layaway. ★ Plan and save yourself a neat sum of money.

Sizes
14 to 20 and
38 to 44!

—Downstairs at Ayres.



★ Ayres Long-Term Layaway Plan is an easy method to purchase a lovely fur coat. A small down payment will be required, and equal monthly or weekly payments sufficient so that the coat will be paid for in full by specified date.

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.

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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

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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.

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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
Rhinstone
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 Dayre Hose

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, picot top, full-fashioned, 42 gauge, sheer chiffons in a complete size and color range.

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59c PAIR