

JANUARY SALES

at AYRES

(Store Hours Saturday: 9:30 A. M. to 6:00 P. M.)

IT PAYS TO BUY QUALITY HOSE!

Irregulars of
REAL SILK STOCKINGS
69c
PAIR

Buying hosiery is a serious business... and women who watch their budget prefer irregulars of Real Silk Hose to many other types. Real Silk irregulars give the average woman more than ordinary service and they're beautifully sheer and clear. And they are protected at all the danger points by those 10 valiant guardmen. In all the popular new shades. Sizes 8½ to 10½.

Please, No Mail or Phone Orders!
—Downstairs at Ayres.

NEW for SPRING!

Mid-Season
Hat Styles
\$1.98

New for spring! New for you! The very latest styles in Petersham, Matelasse crepes and felts. Choice of bretons, off-the-face styles, brims, sailors, turbans. Many have beguiling little veils. In all the newest colors. Head-sizes, 22, 23 and 24.
—Downstairs at Ayres.

All Colors!

JANUARY SALE!

Women's Sweaters
\$1.59
EACH

All-wool slipon styles in delectable pastel shades. Long sleeve styles with club collars or crew necks. In hand-fashioned weaves. Sizes 34 to 40.
—Downstairs at Ayres.

All-Wool SKIRTS
\$1.98

All-wool flannel or all-wool crepes in plain colors of navy, brown, green and black. Double pleats in front. Sizes 26 to 32.
—Downstairs at Ayres.



'Tween-Season Fashions for the Junior-Miss

Pleats Make Spring
Fashion Headlines

\$5.00

Green crepe with black patent belt and flower at neckline is ideally suited for any occasion. Note the very unusual pleated blouse. A size 11.

Always Smart—
Black and White

\$3.98

Colors may come and colors may go but black with a dash of white pique is always smart and fashionable. This is a size 15.

Be First to
Break Into Print!

\$3.98

This gay print with its high waisted belt is dashingly young and smartly chic. A navy blue ground with bright colored florals. Size 13.

Plaid Back
Sports Coat

\$14.95

This gay print with its high waisted belt is dashingly young and smartly chic. A navy blue ground with bright colored florals. Size 13.

Fashion News! Black
Splashed with Pique

\$5.00

The crisp white pique against the black crepe is just the tonic your tired winter wardrobe needs. Good for any occasion. Size 15.

Under Your Coat
Wear Dusky Pink

\$6.98

Dusky pink, a new bon-ton shade, hints of spring right now and it makes a gay splash of color under your dark coat on drab January days. A size 16.

JANUARY SALE!

Fabric GLOVES
59c
PAIR

New HANDBAGS
69c

A grand collection of pouch, envelope, underarm and top handle styles in simulated leathers. Black, brown, navy, green and wine.
—Downstairs at Ayres.

DRESSES
\$1.59
EACH

Each dress bears the label of a certain famous child movie star. A lovely selection of the latest styles in embroidered pastel organdies, novelty prints and plain colors. Many have contrasting trims.
—Downstairs at Ayres.

Sizes 1 to 6½

JANUARY SALE!

**Children's High Shoes
and Oxfords**

With Solid Leather Soles!

\$1.79
PAIR

Long wearing and good looking shoes, the children will like them the minute they try them on. Black, brown or patent leather high shoes and oxfords with leather soles and insides and rubber heels. Sizes 8½ to 3, widths A to D.
—Downstairs at Ayres.

SPECIAL for BOYS!

Boys' Dress Shirts
59c

Good looking, well cut for a neat appearance. Plain whites and fancy patterns in a great assortment of colors.
Sizes 6 to 14½.

Boys' Blue Melton Jackets
\$1.98

Heavy blue melton jackets in favorite sack style. Zipper front and slash pockets.
Sizes 6 to 18.
—Downstairs at Ayres.

Men's Oxfords
\$2.99

Service plus comfort plus looks plus low price is what you get in these men's oxfords. For service and comfort you get Goodyear welt soles, rubber heels. For looks you get the latest styles in black or brown calfskin. The price speaks for itself. Sizes 6 to 11, B to D.
—Downstairs at Ayres.

JANUARY SALE!

Large Size Rayon Undies

29c
EA.

Bloomers Unusual values because stout sizes usually cost you much more. These undies come in either plain or novelty weave rayons with elastic run at waist and tailored at knee.
Panties Sizes 31 to 37.

Stepins Unusual values because stout sizes usually cost you much more. These undies come in either plain or novelty weave rayons with elastic run at waist and tailored at knee.
Vests Sizes 31 to 37.

Balbriggan Pajamas 79c
Stout sizes. Two-piece styles. Full cut.
Women's Union Suits 50c
Part-wool tuck stitch styles. Seconds. All sizes.

Pure Silk Gowns \$1.34
V neck style, bias cut. Lace trimmed. Sizes 16 and 17.
—Downstairs at Ayres.

NEW for SPRING!

"Corliss" Wide Straps

In Black, Brown, Blue
and Beige Patent Leather!

\$2.99
PAIR

—Downstairs at Ayres.



Men's Overcoats

In the New 1936 Patterns
and Styles You Can Wear!

JANUARY SALE PRICE

\$11.00

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.

Wool Worsted Suits

**SALE
PRICE \$13.95**

New worsted suits in the fabrics, the colors, the patterns, the styles you can wear the year around. Dark conservative patterns for business or dress. Sports back styles for the younger men. All sizes.
—Downstairs at Ayres.



Men's Fur Felt Hats, \$2.29