

AYRES DOWNSTAIRS STORE

AFTER-CHRISTMAS SALE & CLEARANCES

SAVE $1/4$ - $1/3$ - $1/2$ OFF OF REGULAR PRICES

WOMEN'S MEN'S CHILD'S SHOES

543 Pairs of Women's Shoes $\$1.59$
Women's higher-priced shoes in Pumps, Oxfords and Ties. Colors in Black, Brown and Navy. Low, medium and high heels. Some styles have built-in steel arch supports. Sizes 4½ to 9 in the group. Widths AA to B.

Our Stock of "Corliss" Suede Shoes $\$2.39$
Our regular stock of \$3 "Corliss" suede shoes. 483 pairs to choose from. Style shoes, Arch shoes and growing girls' shoes. Black and brown suede. Pumps, Straps and Ties. Sizes 4½ to 9 in the group. Widths AAA to B.

Clearance of "Betty Shaw" Suede Shoes $\$3.29$
350 pairs of black and brown suede shoes. Elasticized pumps in medium and high heels. Sizes 4½ to 9 in the group. Widths AAA to B.

Men's \$5 W. L. Douglas Shoes $\$4.00$
Your choice of our entire stock of men's W. L. Douglas shoes. Black or brown oxfords. Medium, wide or narrow toes. Sizes 6 to 11 in the group. Widths B, C and D.

Children's Regular \$1.59 Shoes $89c$
143 pairs of children's black oxfords with solid leather soles and insoles. Sizes 8½ only to choose from. Hurry for your clearance bargain.

—Downstairs at Ayres.

Hosiery Clearance

Irregulars of SHEERMODE Pure Silk Stockings

MORN: A durable 4-thread weight stocking that is perfect for sports, street or everyday wear. $69c$
NOON: Beautifully sheer 3-thread weight for afternoon wear. A stocking that wears well but still has a luxurious look! $69c$
NITE: A superb stocking that is striking in its sheerness. For your most gala occasion and evening wear. Sizes 8½ to 10½ in the group. Smart hosiery colors.

Elastic Top Stockings $49c$ Pr.
Irregulars of full fashioned elastic top stockings. Lisle reinforced at points of wear. Broken sizes and colors.

"Lady Isabel" Chiffon Stockings $29c$ Pr.
Clearance of irregulars of "Lady Isabel" chiffon weight stockings. Broken sizes and colors.

Durable Rayon Stockings $19c$ Pr.
Irregulars of durable rayon stockings that make fine everyday stockings. Assorted colors, sizes 9½ to 10½.

Children's 5/8 Length Stockings $15c$ Pr.
Misses' and Children's 5/8 length stockings. Irregulars of Buster Brown stockings in assorted colors.

Cotton Ankle Socks $10c$ Pr.
Misses' and Children's cotton ankle socks with elastic cuff. Irregulars in assorted sizes and colors.

—Downstairs at Ayres.

Silvertone Felt Hats

Clearance of smart Silvertone felt hats. Styled in Pork Pies, Profie Brims and Tiny Bumpers. Selected winter colors. $88c$

Sportswear, Etc.

Better Blouses and Sweaters $\$1.00$
A quality group of choice blouses and sweaters for women. Slightly counter soiled but still included are many choice colors and sizes. Reduced to half price for clearance.

Cotton Fleece Cardigans $50c$
Slightly soiled cotton fleece cardigans in attractive colors. Half price for clearance. Broken assortment of sizes and colors.

Corduroy Blouses $\$1$
Corduroy blouses reduced one-third to one-half of original price. Colors of Red, Blue, Green, Wine and Brown in the group.

Women's Jumpers $\$1.49$
Women's jumpers reduced to half price. Colors of Green, Red, Beige flannel and some plaids. Sizes 12 to 18.

100 Better Rayon Dresses $\$1.00$
A fine group of better dresses reduced ½ and ¼ of former prices. Broken assortment of sizes and colors. Several styles to choose from.

Lounging Robes $\$2$ and $\$3$
Including fuzzy rayon suede cloth robes in wraparound, pastel colors. Also rayon satin zipper robes in pastel shades. Sizes 14 to 20 in the group.

—Downstairs at Ayres.

Ready-to-Wear Clearance! Save $1/4$ - $1/3$ - $1/2$

CLOTH COATS

24 Untrimmed Sport Coats, were $\$8.88$, now $\$5.88$
A group including untrimmed sport coats in Junior, Misses' and Women's sizes. Also some man-tailored suits.

25 Untrimmed Dress Coats, were $\$11.88$, now $\$8.88$
Smart untrimmed dress coats and 3-piece suits in Juniors', Misses' and Women's sizes.

172 Dress and Sport Coats, were $\$15$, now $\$11.88$
Untrimmed sport coats and dress coats, Persian fabric coats and man-tailored suits to choose from. Sizes for Juniors, Misses and Women in the group.

60 Dress and Sport Coats, were $\$16.95$, now $\$13.88$
Fine Persian curl coats, untrimmed sport coats and untrimmed dress coats. Sizes for Juniors, Misses and Women in the group.

60 Fur Trimmed Sport Coats, Dress Coats and Suits, were $\$18$, now $\$14.88$
A select group of lavishly fur-trimmed sport coats, dress coats and suits in sizes for Juniors, Misses and Women.

45 Untrimmed Coats, were $\$19.95$ & $\$21.95$, now $\$16.88$
Persian fur fabric coats, untrimmed sport and dress coats in sizes for Juniors, Misses and Women.

19 Fur Trimmed Coats, were $\$39.50$, now $\$33.88$
Beautiful coats that any woman will be proud of. Lavishly trimmed with many furs. Sizes for Juniors, Misses and Women.

DRESSES

Women's Misses' Juniors'

190 Select Dresses of higher quality than this low price. The group includes Spun Rayon, and Rayon, Camel Suedes in many attractive colors and styles. Junior sizes in the group. Some misses' sizes. Formerly $\$3.98$.

156 Dresses for street and afternoon wear, also sports, dressy and tailored styles, also evening dresses and wraps. Fashioned in Rayon, Alpaca and Rayon and Wool. Sizes for Juniors, Misses and Women. Formerly $\$6.98$ and $\$7.98$.

127 Dresses for street, afternoon, sports, dressy and tailored styles. Also evening dresses and wraps in the group. Sizes for Juniors, Misses and Women. Many choice styles and colors included in the group. Formerly $\$7.98$ to $\$12.98$.

50 Dresses in a group of street, afternoon and sport dresses. Better dresses for Juniors, Misses and Women. Select styles and colors. Choose a better dress . . . pay less. Formerly $\$8.85$ to $\$12.95$.

25 Evening Dresses formerly much higher priced, now reduced for a great clearance. Sizes for Misses and Women in the group. See these beautiful creations to realize their values. Formerly $\$10.95$.

5 Evening Wraps were $\$15$, now $\$10.95$.

FUR COATS

Reg. **\$65** "Neva Split"
FUR COATS

\$58

Our Famous "Neva Split" fur coats, guaranteed 456% stronger at the seams by actual test. Dyed coney fur with greater beauty and wear than you've ever known.

One-of-a-Kind Fur Coats

2 Black Dyed Coney Chubbies	— were $\$28$	now $\$18$
1 Sable-Dyed Fox	— was $\$58$	now $\$48$
1 Leopard-Dyed Kid Fur Coat	— was $\$68$	now $\$28$
1 Skunk-Dyed Opossum	— was $\$38$	now $\$28$
1 Silver Fox Scarf	— was $\$16.95$	now $\$10$
1 Silver Fox Scarf	— was $\$22.95$	now $\$15$

Men! Here's Your Sale

A Maker's Pre-Inventory
Clearance of 500 Fine

OVERCOATS and TOPCOATS

SALE **\$10**
PRICE

You
Save
\$5

This manufacturer of men's better coats wants to "start the new year right"—with low stocks and cash in the bank! He took a loss on every coat! His loss IS YOUR PROFIT! So, if you need a big heavy overcoat for January's raw days, or a topcoat for spring . . . NOW IS THE TIME TO ACT! There's a huge assortment to choose from—smartly tailored in newest styles—made of quality fabrics. Be here tomorrow at 9:30 for your choice of these great values!

- ★ Grays!
- ★ Mixture!
- ★ Tans!
- ★ Overplaids!
- ★ Greens!
- ★ Navy Blue!
- ★ Browns!
- ★ Balmacaans!
- ★ Teal!
- ★ Oxford!
- ★ Fleece!
- ★ Tweeds!
- ★ Herringbone!
- ★ Single Breasted!
- ★ Half-Belt Styles!
- ★ Diagonals!
- ★ Bal Military!

Use Our Convenient LAYAWAY PLAN

(Ask Your Salesperson)

—Downstairs at Ayres!