

AFTER-CHRISTMAS SALES & CLEARANCES

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



Clearance SALE! 150 Winter Coats

Regular \$17.95, \$19.95, \$21.95, \$24.95

SALE PRICE

\$14.88

Sizes for Juniors, Misses and Women!

A select group of higher priced coats for Juniors, Misses and Women reduced for this great After Christmas Clearance Sale! Included are: Loch Lomond plaid backs, full zipper lined wool tweeds and fleeces, large plaids, Commadore fabric dress coats with lambs-wool innerlining. All are priced far below their regular prices, priced to sell and help you save. Many styles will be smart for spring wear.

SALE! 150 REVERSIBLE COATS

Reg. \$10.95 and \$12.95 Values

SALE PRICE \$7.88

Manufacturer's closeout of smart reversibles. Plaids, tweeds, cavalry twills, and shetlands with reverse side of gabardine. Some with hoods and some with zipper closing. Sizes 9 to 17.

Clearance SALE! Fur-Trimmed COATS

Reg. \$39.95 to \$49.95 Values

SALE PRICE \$29.95

Prices slashed on our stocks of better fur-trimmed coats. Fur collars include Kit Fox, Dyed Squirrel, Marmot, Lynx dyed Wolf, Pieced Persian, Civet Cat and Norwegian Fox. Fitted and box styles. Blacks and colors. Juniors', misses' and women's. Botany all-wool fabrics included.

DRASTICALLY REDUCED

Reg. \$3.98 to \$7.98 Winter

Jackets \$1.98 to \$4.89
Fitted and box styles in flannel and corduroy fabrics. Many colors. Broken sizes.

Long Sleeve Coat Sweaters . . . 2 for \$1
Warm long sleeve coat sweaters in many colors. Broken sizes in the group. Natural, navy and wine.

\$1 Cotton Blouses 88c
Long and short sleeve styles, convertible and Peter Pan collars. White and colors. 32 to 40.

\$1.78 Wool Sweaters \$1.29
Long and short sleeve styles, convertible and Peter Pan collars. Sizes 34 to 40.

\$2.55 Boxy Cardigans 1.69
Wanted winter colors in boxy cardigans. Ribbon trim and large pearl buttons.

\$3.98 Boxy Slipon Sweaters \$2.99
Heavy knit boxy slipons in bright and pastel colors. Sizes 32 to 40.

\$2 "Fruit of the Loom" Blouses . . \$1.69
Washable rayon crepe blouses with convertible neckline. French cuff, white and colors. Sizes 32 to 40.

Long and Short Sleeve Sweaters . . 88c
Wool sweaters in long or short sleeve styles. Wine, black, luster blue, red or maize. Broken sizes.

\$3 Winter Skirts \$2.49
Dark colored skirts in pleated and flared styles. Zipper closing. Sizes 24 to 32 in the group.

\$3.98 Winter Skirts \$2.88
Assorted popular colors in winter skirts. Deep pleats, all with zipper closing. 24 to 32 in the group.

Cotton dress by a famous maker. Fast color percale. Broken assortment of styles and colors. \$1.00

Regular \$2.25 Rayon Dresses \$1.89
Half sizes only in better cotton dresses. Assorted prints, colors and styles in the group. Broken sizes.

Regular \$3.98 Rayon Dresses \$2.89
Polka dots, stripes and florals. Many assorted colors to choose from. 14 to 44 in the group.

Regular \$2 Cotton Dresses \$1.79
Fast color prints in zipper and coat styles, some belted styles. 14 to 52 in the group.

Regular \$2.25 Candlewick Robes . . \$1.89
Full length wraparound styles, cord belt, pastel shades. Sizes 14 to 20.

Regular \$5.98 Chenille Robes . . . \$3.98
Zipper or wraparound styles in wine, royal. Sizes 14 to 20.

Reg. \$6.50 Rayon Quilted Robes . . \$4.89
Pastel shades in rayon quilted robes. Sizes 14 to 20.



Reg. \$3 to \$5 American Girl and Betty Shaw Style Shoes
Black and brown suede shoes in discontinued styles. Pumps and oxfords. 4 1/2 to 9 in the group. AAA to B. \$1.89

Reg. \$5 American Girl ARCH SHOES

\$3.69

Black and brown suede in pumps or ties. Cuban heels. Sizes 4 1/2 to 11.



\$4 and \$5 American Girl Betty Shaw Style Shoes

\$2.89

Just 291 pairs. Black, blue and brown, leather and gabardine pumps. Medium and high heels. 4 1/2 to 9 in the group.

125 Pairs Reg. \$4 ARCH SHOES

Odd styles of Betty Shaw arch shoes in black or brown, Cuban heels, pumps and oxfords. Sizes 4 1/2 to 9 in the group. \$2.89

110 Pairs MEN'S OXFORDS (slight seconds) \$2.50

Our Big Annual Event!
A Maker's Pre-Inventory Clearance!

Men's Overcoats and Topcoats

SALE PRICE \$11.88

SAVE FROM \$5.00 to \$7.50

- * Grays!
- * Tans!
- * Greens!
- * Browns!
- * Teal!
- * Nu Blue!
- * Oxford!
- * Fleeces!
- * Tweeds!
- * Herringbones!
- * Diagonals!
- * Mixtures!
- * Overplaids!
- * Navy Blue!
- * Balmainians!
- * Double Breasted!
- * Raglan Shoulders!
- * Ulsters!
- * Single Breasted!
- * Half-Belt Styles!
- * Bal Military!

We've been planning this big annual sale for you for months! Knowing that prices would rise, we prevailed on one of our large manufacturers to co-operate in helping us assemble this splendid selection of coats. Now you can see the result of this planning! A great group of quality topcoats and overcoats, fine fabrics, smart new styling, patterns and colors. Sizes 34 to 48. Be sure to see this selection tomorrow morning sure. Doors open 9:30 sharp!

USE OUR CONVENIENT
LAYAWAY PLAN
(Ask Your Salesperson)

EARLY BIRD SPECIAL!
50 REVERSIBLE
MEN'S TOPCOATS

\$8.88

Single breasted raglan models in teal, tan, brown and green. Two-ply gabardine reverse side, arid-treated to make it water-proof. Sizes 34 to 40.

Downstairs at Ayres.



Infants' Reg. 59c Sweaters 39c
Infants' 59c Knit Leggings 39c
Infants' Bootie Sets \$1.99
Infants' Blankets. Reg. \$1 to \$1.59 . . 89c
Infants' Hand-Made Dresses.

Regular 59c NOW 39c
Infants' 59c Hand-Made Creepers . . 39c
Infants' 79c Wool Knit Creepers . . 39c
Tots' \$6.98 3-Piece Snow Suits . . . \$5
Tots' \$3.98 Coat and Hat Sets . . . \$2.99
Toddlers' 89c Wool Sweaters 59c
Tots' \$3 Rayon Velvet Dresses . . . \$1.99

Reg. \$10.98 Now \$7.88
Reg. \$13.98 Now \$10.99
Reg. \$16.98 Now \$13.99

Girls' and Junior Miss coats in a sweeping sale. Gay plaids, fleeces, and herringbone tweeds. Sizes 7 to 16 in the group.

Girls' Better DRESSES

Reg. \$2.00 Value \$1.39
Reg. \$3.00 Value \$1.99
Reg. \$3.98 Value \$2.99

Clearance of girls' rayon crepe dresses in broken sizes and color assortments. Sizes 7 to 16 in the group.

Girls' Wool Flannel Jackets \$1.99 & \$2.99
Regular \$3.98 and \$5.98 jackets for girls. Includes wool flannels and plaids. Sizes 10 to 16.

Girls' Flannel Skating Suits.

Regular \$5.98 NOW \$3.99
Wool flannel skating suits with fitted jackets and fully lined skirts. Broken colors. Sizes 7 to 16 in the group.

Girls' Better Quilted Robes \$1.99
Better robes for girls. Quilted cotton and rayon robes. Broken sizes and colors.

Girls' Better Snow Suits. Regular \$10.98 and \$8.98 NOW \$5.98
2-piece styles in solid color. Melton cloth, gabardine and poplin. Broken sizes and colors.

Girls' Reg. \$2 Wash Dresses \$1.69
Slightly soiled and counter mused wash dresses. Broken sizes and colors.

Girls' \$2 and \$3 Skirts . . . \$1.39 and \$1.99
Plaid and solid color skirts in a large clearance sale. Sizes 7 to 16 in the group.

1/4-1/3-1/2 OFF

Plain and printed rayon crepe nighties, two-piece pajamas, slips, chemise and bed jackets. Tailored and lace trimmed. Sizes 34 to 40 in the group.

Women's Rayon Slips 78c
Rayon crepe and rayon satin slips. Rayon pencil stripes. V tailored and lace top. Bias and 4-gore. 32 to 44 in teardrop.

Women's Porto Rican Gowns 89c
Solid colors or printed batiste porto rican gowns. V and round neckline. Sizes 16 to 17.

Sheer Batiste Swirl Gowns 88c
Moon and stars patterns in white or red or blue grounds or red or blue patterns on white ground. Sizes 32 to 40.

Women's Flannelette Gowns 65c
Long sleeve styles with double yoke, button front. Sizes 16 to 20 in stripes and teardrop.

Women's Plain Rayon Undies 35c
Rayon briefs, panties, steps, bloomers and vests. Elastic run at waist. Sizes 34 to 42 in teardrop. Seconds and firsts.

Cotton Princess Slips 65c
Cotton knitted princess slips, built-up shoulder, floss finish. Small, medium and large.

Women's Cotton Union Suits 35c
Built-up shoulder, tight and shell knee reinforced. Sizes 36 to 44 in seconds.

Women's Tuckstitch Gowns 65c
Balbriggan and tuckstitch gowns, some with collars, long sleeves, yarn trimmed. Sizes 16 to 17. Teardrop and blue. Seconds.

2-Piece Pajamas or Gowns \$1
Balbriggan and tuckstitch pajamas and gowns. With or without collars. Yarn trim. Sizes 16 to 17.

Discontinued Styles in Undies 25c
Rayon briefs, panties, steps or bloomers. Elastic run at waist. Tailored hems. Sizes 27 to 31 in teardrop.

Simulated leather handbags in calf and alligator grains. Smart styles in black or brown. Zipper and coin purse in each bag. \$1

Leather Handbags Reduced

Alligator calf in black or brown colors. Choose zipper, top handle and underarm styles. \$1.69

"Famous Name" Sample Gloves . . . 59c
Leather backs and leather trims on double woven and rayon fabrics. Slight irregulars in sizes 6 to 7.

Women's White Scarfs 79c
White rayon scarfs for women. Rayon crepe and rayon satin. Tubular and ascot styles.

AYRES DOWNSTAIRS STORE