

FRIDAY ONLY!

NO PHONE OR MAIL ORDERS
All Items Subject to Prior Sale

Registered

Ayres' F.O.M. Sale

TOILETRIES AND DRUGS

TERRY CLOTH BATH MIT, ladies' and men's styles, originally 39c to 59c, now 29c to 49c
SUZY COLOGNE, originally 1.75 and 2.00, now 88c* and 1.00*
SUTTON LIPSTICK, pencil style, originally 1.00, now 10c*
KISSLINE LIPSTICK, pencil style, originally 1.00, now 10c*
KISSLINE LIPSTICK REFILLS, originally 50c, now 5c*
BEAUTIATOR ELECTRIC MANICURE SET, originally 29.75, now 14.75
CROWNING GLORY PERMANENT WAVE SET, originally 2.75 and 2.00, now 1.39* and 1.00*
TUVAUCHE PERFUME, originally 2.00 to 18.00, now 1.00* to 9.00*
TUVAUCHE COLOGNE, originally 6.00, now 3.00*
TUVAUCHE "HIGHLANDER" COLOGNE FOR MEN, originally 7.50, now 3.75*
DAWN SOAP FLAKES, originally 25c a box, now 3 for 1.00
VEL-VO-TEX HAIR REMOVER, originally 25c, now 10c
DEMIRACLE DEPILATORY, originally 49c and 89c, now 25c* and 45c*
PARKE-DAVIS ABDOL CAPSULES, 100's, originally 2.63, now 1.89
LEE NYLON BRISTLE HAIR BRUSH, originally 1.00, now 50c
*Plus Tax.

TOILETRIES AND DRUGS, STREET FLOOR

77 RHINESTONE NECKLACES
3.00*

Pendant style necklaces, imported stones set in rhodium plated metal. Originally 5.95.
*Plus 20% tax.

Costume Jewelry, Street Floor

COSTUME JEWELRY

(48) RHINESTONE NECKLACES, originally 3.50, now 2.00*
(15) RHINESTONE NECKLACES, originally 10.00, now 5.00*
*Plus 20% Tax.

COSTUME JEWELRY, STREET FLOOR

NOTIONS

ALUMINUM STORAGE CHESTS, slightly damaged, originally 5.95, now 3.50 to 4.95.
HEM FACING, broken assortment of colors, originally 25c a yard, now 15c a yard
SHOE POLISH, originally 25c, now 10c
STEEL EXTENSION RODS, originally 2.95, now 1.25
TRAVEL TWEED HAT BOXES, originally 1.00 to 1.50, now 50c
BIRDLES, broken assortment, originally 3.50, now 2.50
ACETATE HAT BOXES, originally 2.95, now 1.25
NOTIONS, STREET FLOOR

CANDY AND EPICURE

HOLLAND HOUSE COCKTAIL MIX, non-alcoholic in Bronx, Tom Collins, Dry Martini and Sidecar. Originally 16 oz. bottle for 67c, now 50c
CHOPPED RIPE OLIVES, 4 1/2-oz. tin, originally 33c, now 22c
BOILED ICELAND BROOK TROUT, originally 1.39, now 98c
ROMANOFF SANDWICH CAVIAR, originally 1.51, now 98c
CHENEY'S CHOICE SEASONING SETS, originally 3.50 and 7.95, now 2.50 and 5.95
OLD CHUCK WAGON PEPPER GRINDER, originally 3.50, now 98c
MARTHA ANN MINT ALMONDS in 10 oz. jar, spiced almonds or caramelized almonds in 9-oz. jar, originally 1.50, now 1.15
WHITE ROSE CINNAMON, 1 1/2-oz. tin, originally 5c, now 8c
CANDY AND EPICURE, STREET FLOOR

GLOVES

221 PRS. FABRIC GLOVES—Broken sizes and colors; originally 2.00 to 5.50, now 1.29 to 2.59

GLOVES, STREET FLOOR

NECKWEAR

RAYON BLOUSES, including colors and white, originally 5.00 and 5.95, now 3.59
RAYON BLOUSES, including colors and white, originally 3.98, now 1.59
GROUP OF FLOWERS AND FEATHERS, originally 59c to 2.00, now 19c
NECKWEAR, STREET FLOOR

MEN'S SPORTSWEAR

(132) SPORT SHIRTS, short sleeves in fabrics, originally 3.00 to 3.95, now 2.29
(115) SHORT BEACH JACKETS, originally 10.00 to 15.00, now 7.89
(144) LEISURE COATS, originally 21.50 and 25.00, now 13.89

AYRES' MEN'S STORE, STREET FLOOR, SOUTH BUILDING

HOSIERY

FULL FASHIONED and NO SEAM NYLON HOSE, originally 1.15 to 2.50, now 59c to 1.39
FULL-FASHIONED WHITE RAYON HOSE, originally 95c, now 49c
WHITE COTTON ANKLETS, originally 39c and 49c, now 29c and 39c

HOSIERY, STREET FLOOR

600 PRS.
GOLD CROSS SHOES
4.85

Originally 8.95—sport and dressy flat heel styles in black suede, black, tan and red calf.

Shoes, Second Floor

HANDBAGS

LEATHER HANDBAGS, originally 35.00 to 58.50, now 15.99* to 31.99*
LEATHER HANDBAGS, originally 5.00 to 35.00, now 1.99* to 14.99*
ASSORTED HANDBAGS, group includes plastic patents, rayon failles, snake and lizard; originally 5.00 to 28.00, now 1.99* to 9.99*
*Plus 20% Tax.

HANDBAGS, STREET FLOOR

STATIONERY

BOXED STATIONERY, originally 59c to 2.00, now 3 for 1.00 to 1.00
BIRTH ANNOUNCEMENTS, originally 60c a dozen, now 29c a dozen
AUTOPONT AUTOMATIC PENCIL, with gold-filled top, originally 3.75 plus tax, now 1.75 plus tax

STATIONERY, STREET FLOOR

BOOKS

RECENT NOVELS, wide assortment of popular books. All 98c ea.
BOOK DEPARTMENT, SECOND FLOOR

CORSETS

(100) CORSETS, PANTY GIRDLES, GIRDLES AND BRASSIERES, originally 2.00 to 15.00, now 95c to 4.99
CORSETS, SECOND FLOOR

COLLEGIENNE SHOP

(30) DRESSES, including rayons and wools, originally 19.95 to 22.95, now 11.00
(25) DRESSES, including rayons and wools, originally 22.95 to 29.95, now 14.90

COLLEGIENNE BLOUSES, originally 5.98, now 2.90

GABARDINE SUITS, originally 49.95, now 36.00

SPRING COATS, originally 49.95 to 69.95, now 36.00

COLLEGIENNE SHOP, SECOND FLOOR

SHOES

(300 PRS.) BETTER DARK SHOES—Patent, calf and suede; originally 18.95 to 24.95, now 10.85
(165 PRS.) LEATHER PLAYSHOES—Originally 7.95 to 10.95, now 4.97

(300 PRS.) DEBONAYRE SHOES—Group includes dark, all white and brown and white; originally 6.95 to 8.95, now 3.97

(1500 PRS.) NEW DEBONAYRE SHOES, brown and white, blue and white, black and white, originally 8.95, now 6.95

SHOES, SECOND FLOOR

150 STRAW and FELT HATS
1.99, 2.99, 3.99
Light and dark colors included, originally 3.95 to 12.95.

Millinery, Third Floor and Topper Shop, Second Floor

GOWN ROOM

(160) MISSES' DRESSES—Dark and light rayon crepe in prints and solid colors, for street and afternoon wear; originally 29.95 to 69.95, now 18.00 to 38.00

(30) WOMEN'S DRESSES—Dark and light rayon crepes in prints and plaids in street and dressier types; originally 35.00 to 110.00, now 18.00 to 68.00

GOWN ROOM, THIRD FLOOR

FRENCH ROOM DRESSES

Greatly Reduced

A special group of French Room dresses . . . including light and dark crepes in street and afternoon types. All suitable for immediate wear, all greatly reduced for clearance.

French Room, Third Floor

BUDGET SHOP

(150) LATE SPRING DRESSES in misses' and women's sizes, including rayon crepes, prints and faille suits, originally 16.95 to 29.95, now 11.00, 15.00, 18.00

(150) MISSES' AND WOMEN'S DRESSES, broken sizes, originally 10.95 to 14.95, now 3.00

(130) RAYON CREPE MATERNITY DRESSES, originally 14.95 to 29.95, now 3.00 and 6.00

BUDGET SHOP, THIRD FLOOR

SPORTSWEAR ACCESSORIES

(180) RAYON BLOUSES, originally 3.98, now 1.90

(210) COTTON BLOUSES, originally 5.98, now 3.90

(171) RAYON BLOUSES, originally 8.98, now 6.40

(128) BETTER RAYON BLOUSES, originally 12.95, now 9.60

(130) ALL-WOOL JACKETS, originally 14.95 to 22.95, now 10.00

(165) TAILORED SKIRTS, including rayon gabardine and all-wool gabardine, originally 5.98 to 14.95, now 3.90

(140) ALL-WOOL SKIRTS, originally 10.95 to 29.95, now 6.40

(140) RAYON CREPE DRESSY SKIRTS, originally 10.95 to 19.95, now 3.90

SPORTSWEAR ACCESSORIES, THIRD FLOOR

600 INFANTS' COTTON KNIT GOWNS

69c

All white, with ties at hands and bottom. Originally 1.50.

Infants' Shop, Fourth Floor

CHILDREN'S SHOES

(125 PRS.) CHILDREN'S AND MISSES' PLAY-AND-DRESS SHOES, originally 5.50 to 6.75, now 3.49

(298 PRS.) INFANTS' SHOES, originally 4.25 to 6.75, now 2.49

(267 PRS.) GROWING GIRLS' SPORT OXFORDS AND DRESS SHOES, broken sizes, originally 6.25 to 8.95, now 4.49

(109 PRS.) ODDS AND ENDS OF SHOES, no returns, originally 1.95 to 4.95, now 49c

CHILDREN'S SHOES, FOURTH FLOOR

LITTLE GIRLS' SHOP

(166) BLACK COTTON SKIRTS, originally 3.00 to 4.00, now 1.49 to 1.99

(140) BETTER WHITE DRESSES, originally 7.98 to 10.95, now 3.99 to 5.49

(400) DRESSES, originally 3.00 to 10.00, now 1.49 to 6.49

LITTLE GIRLS' SHOP, FOURTH FLOOR

GIRLS' COTTON DRESSES

2.90

Prints and solid colors included. Broken sizes 7 to 12 and 7 1/2 to 14 1/2 chubby sizes. Originally 4.98 and 5.98.

Girls' Shop, Fourth Floor

BOYS' WEAR

(130) COVERALLS, originally 2.25, now 1.79

(130) ONE-PIECE WASH SUITS, originally 3.50, now 2.99

(16) JR. LEISURE SUITS, originally 10.95, now 7.99

(72) JR. DRESS SHIRTS, originally 3.50, now 2.99

(72) JR. SPORT SHIRTS, short sleeves, originally 2.25, now 99c

(170) KNEE-LENGTH HOSE, white only, originally 65c, now 39c

(198) PLAID SPORT SHIRTS, short sleeves, originally 3.00, now 1.49

BOYS' SHOP, FOURTH FLOOR

SUBDEB SHOP

GROUP OF RAYON CREPE AND FAILLE DRESSES, subdeb sizes, originally 8.98 to 29.95, now 3.90 to 16.60

GROUP OF WOOL SUITS, subdeb sizes, originally 19.95 to 35.00, now 8.00 to 18.00

SUBDEB SHOP, FOURTH FLOOR

SUBDEB LINGERIE AND ACCESSORIES

CHINTZ HOUSE COATS, sizes 10 to 16, originally 5.98, now 3.99

COTTON SLIPS,