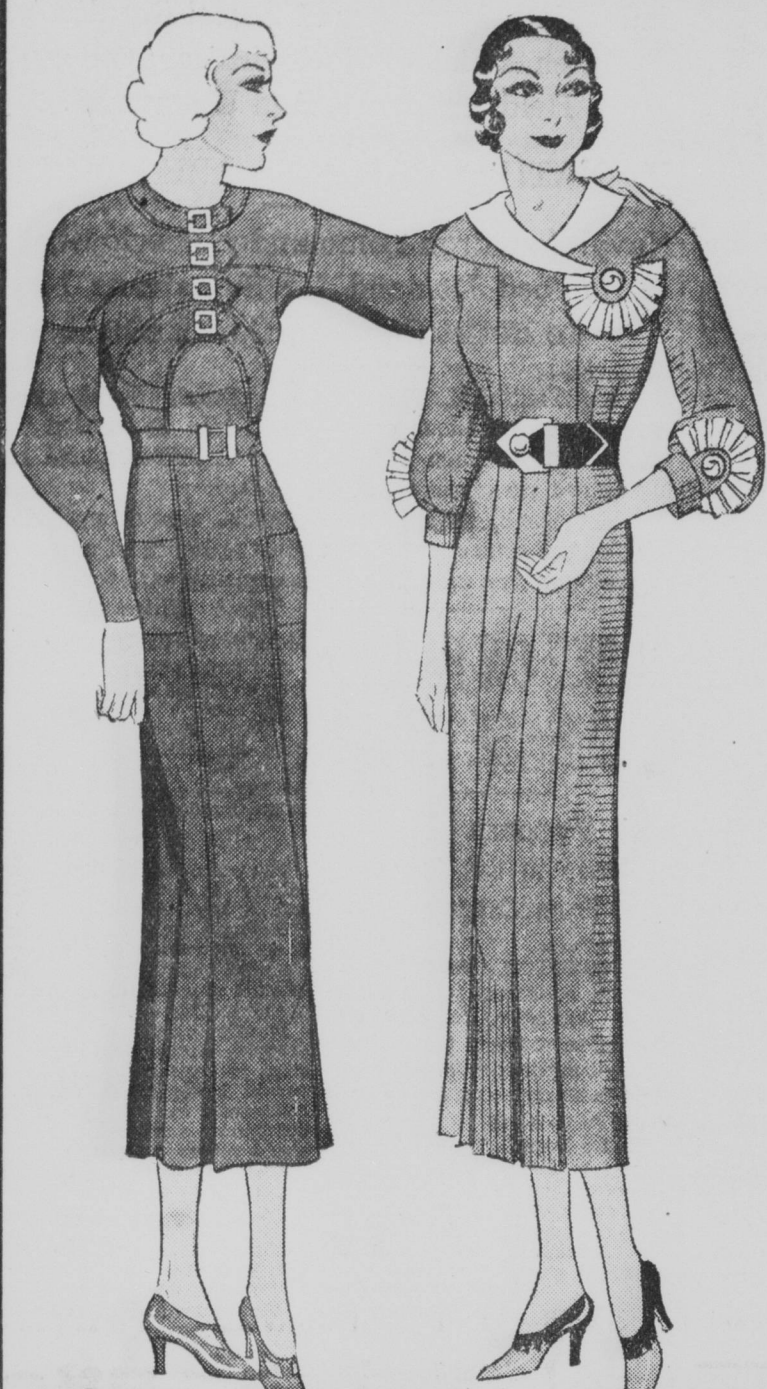


YOUR ORDER WILL BE DELIVERED SAME DAY! ALL YOU DO IS...

Telephone AYRES'—Riley 9441—for 99° "Hot" Service—In 0° Weather!

AYRES' DOWNSTAIRS STORE



This SALE of SPRING DRESSES

Offers MORE Quality—MORE
Fashion—MORE Beauty
Than You'll Usually Find for—

\$4.00

(TWO Dresses for \$7.00)

Every one of the dresses in this remarkable group offer everything that a woman expects of a dress! They are all smart, new SPRING FASHIONS—of material and workmanship that spells QUALITY, and assures good fit! Types for business, street wear, sports wear, afternoons, and semi-formal wear. Sizes 14 to 20 and 38 to 44.

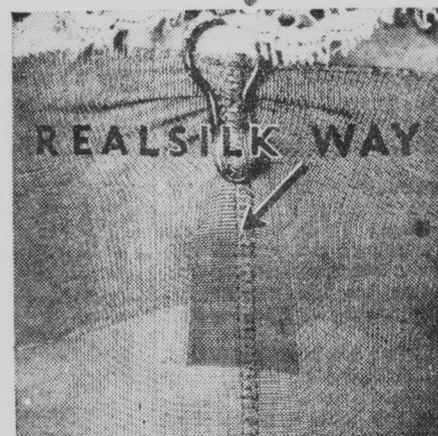
MATERIALS:

- New Crinkle Crepe
- New Rough Cantons
- Beautiful Sheers
- New Printed Crepes
- Downstairs at Ayres, Where Fashionable Things are Less Expensive.
- Print and Plain Combinations
- Rabbit Woolens
- New Woolen Weaves

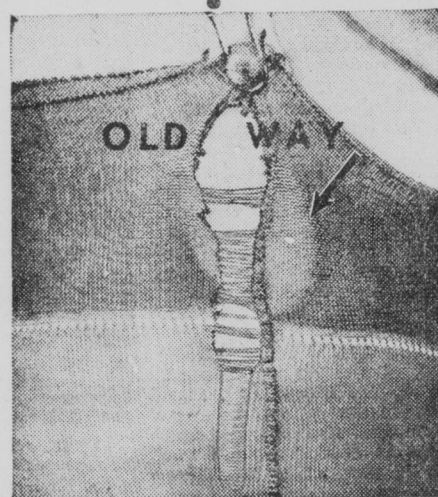
NO OTHER HOSIERY AT ANY PRICE

Is Protected by This Patented

NO-HOLE HEM



Actual photograph of the back of a Real Silk stocking showing the patented "Hem-Guard" which makes it possible to eliminate the "hole" inside the hem.



Photograph of an ordinary stocking which plainly shows the well known "hole"—and the damage which it causes!

... Yet It Is Just ONE of the Secrets of
Full Fashioned Hosiery Satisfaction
Women Are Discovering in Our New...

Substandards of
REAL SILK
De Luxe Hosiery

59c

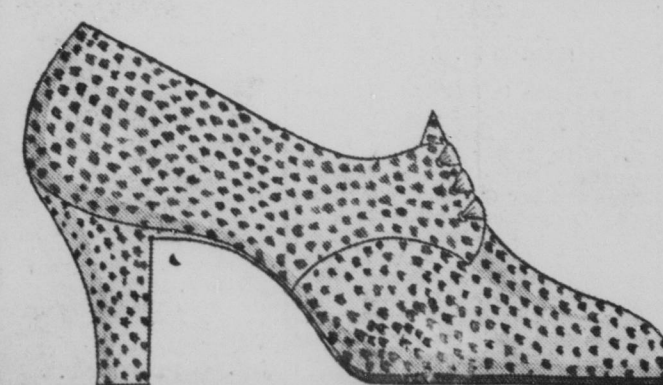
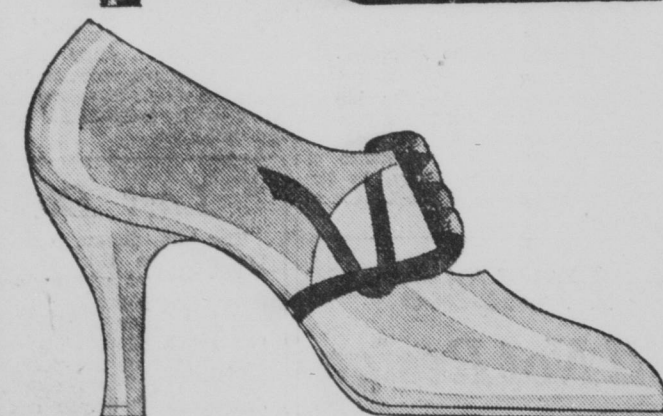
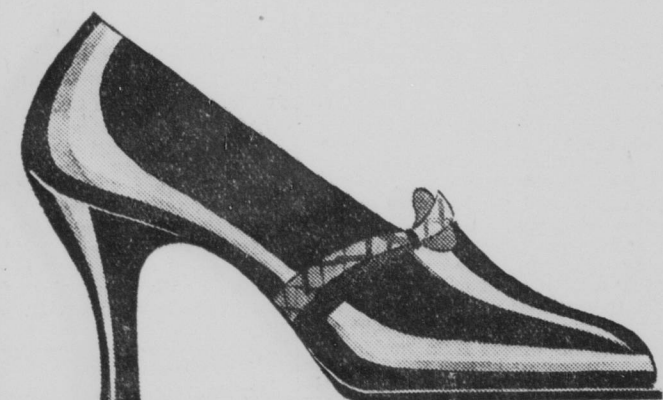
NOTE: FIRST QUALITIES OF THESE HOSE SELL REGULARLY FOR \$1.35 AND \$1.75 A PAIR!

For years you have been accustomed to finding a "hole" inside the hem of your FULL FASHIONED stockings. In fact, you have identified FULL FASHIONED hose by means of this hole... BUT IT HAS ALWAYS BEEN A SOURCE OF GREAT TROUBLE AND EXPENSE, because ruinous tears and runs are easily started there. NOW "Real Silk" has ELIMINATED the "hole" by means of the clever knitted-in reinforcement, that you see in the upper photograph. Now you can fasten your garter right on the seam—with SAFETY!

—Downstairs at Ayres.

SALE! All Our Better New Spring Footwear

Radically REDUCED!



\$2.95

Includes All These Brands
From Regular Stock:

- "Sabruvia" Hand Lasted Shoes
- "Corliss" Our Own Brand
- "Corliss Dainty Arch" Shoes

We've made sweeping REDUCTIONS on every pair of our higher priced shoes! And they are all BRAND NEW SPRING STYLES—not a winter shoe in the lot! Every woman who wants correct fashion, quality and a large assortment to choose from should be here early tomorrow! There are pumps, straps, and ties—in kid, patent, faille and watersnake. Sizes 3 to 9—AAAA to C.

- BEIGE
- GRAY
- PASTELS
- BROWN
- BLUE
- BLACK

Men's Leather House Slippers

Fine quality Everett or Opera style house slippers in genuine kid, with solid leather soles and rubber heels, brown or black. Sizes 6 to 11.

\$1.19

—Downstairs at Ayres.

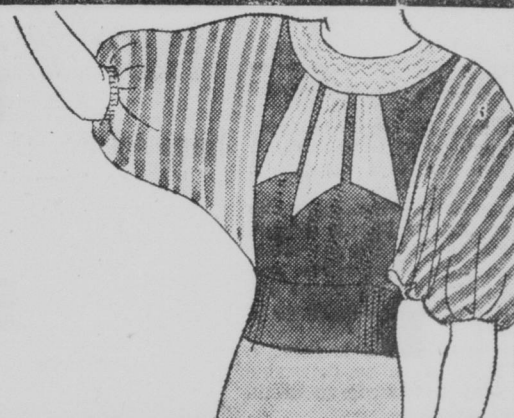
Tomorrow! See These Lacey BUTTERFLY SWEATERS

At Only—**\$1.98** Each

A dozen different lacey weaves! Dozens of gay color combinations! And in the most ravishing styles we've seen—mostly with the new waist-deep butterfly puff sleeve. You'll want several to wear with skirts, suits or jumper frocks.

New Wool Skirts are \$1.98 Each

—Downstairs at Ayres.



There's Masculine Influence Behind These Smart New Spring SUITS

Two-piece, man-tailored suits—three-piece suits with a three-quarter swagger cape—suits with short cape—suits with fur trimming! In fact, there's hardly any two suits alike in this marvelous new group—all of them with a mannish look, which will make the wearer more delightfully feminine! Sizes 12 to 18 — and priced at —

\$16.75

—Downstairs at Ayres.



Other Spring
Suits at—
\$10.95