

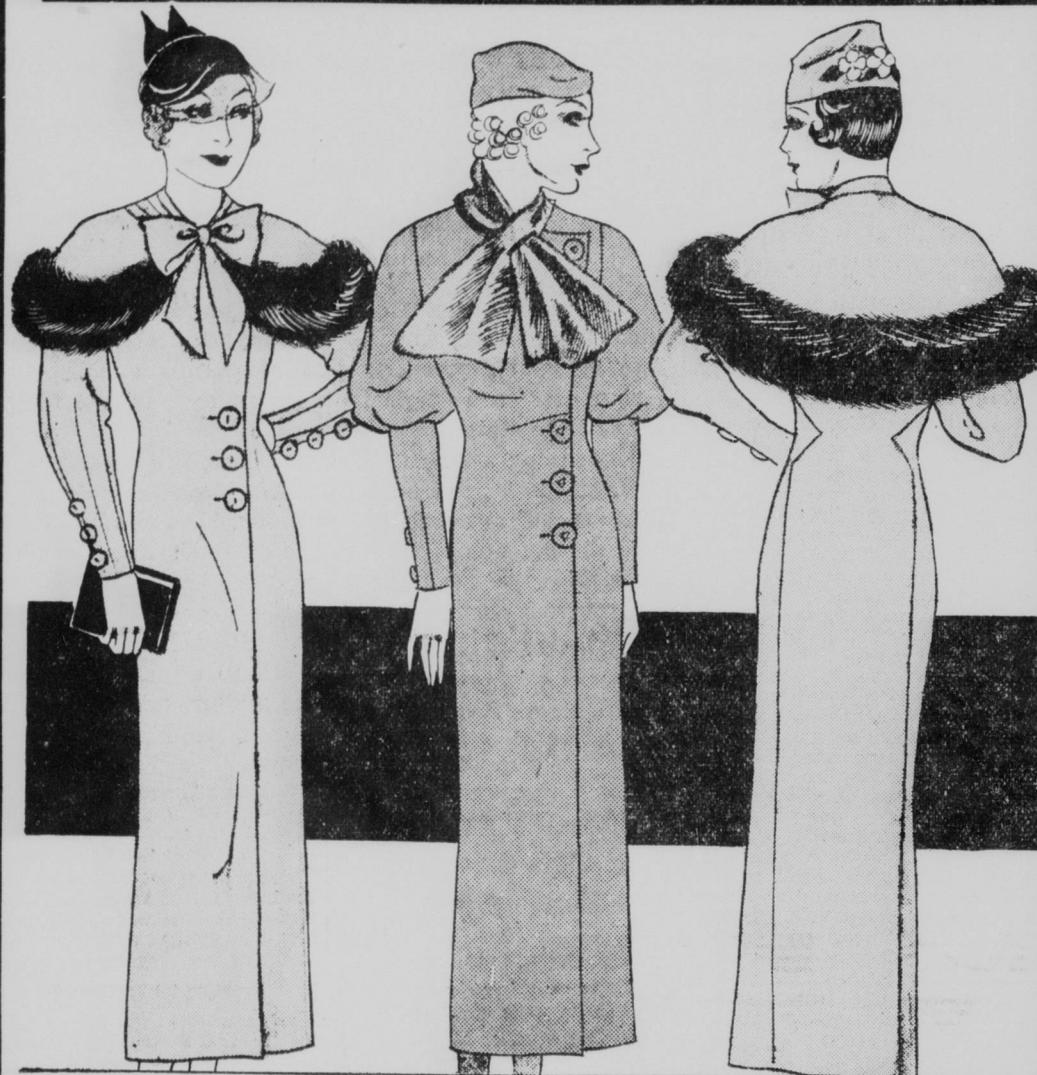


Only Three More Days in Our

BIRTHDAY SALE

*There's Something "Different" About Ayres' Downstairs Store!
ITS BUYING ORGANIZATION!*

Ayres' Downstairs Store is AYRES—through and through! Ayres owned! Ayres ideals! Ayres service! Ayres-trained salespeople! And what is very important—we have our own Ayres-trained buyers, who buy only for their own Ayres Downstairs Store departments! Each buyer is "on his toes"—ready to give himself unstintingly in his efforts to secure the very finest values obtainable for his customers. That's another reason why so many thousands of people feel that they can "do better" in Ayres' Downstairs Store!



Beige novelty weave coat with a removable cape; cape is edged with fur in front only.

A removable fur scarf and modified puff sleeves are points of interest in this tan coat.

The fur extends all around the edge of the detachable cape; material is basketweave in gray.

**If Your Easter Coat
Has Detachable Furs—You Can
Out-Guess the Weather-Man!**

If Easter is COLD . . . wear the scarf or cape on these smart coats. If the day is WARM . . . wear the coat without its detachable accessories! Worn either way, they are up to the minute in fashion!

Of course, in a Sale as big as this, there are dozens of other new Spring fashions, equally as smart. Sports coats with fur or self-trimmings—dress coats with cloth scarfs or permanently attached furs. In sizes for juniors, misses and women.

\$13.75

—Downstairs at Ayres.

**A NEW DEAL . . .
and You Get TEN ACES**
SUBSTANDARDS of
REAL SILK
DeLuxe Hosiery

2

Pairs

1 Pair, 45c

80c

If hosiery values were card games, what a "break" you would get in this "deal!" Ten "aces" that only wearers of Real Silk DeLuxe Hosiery can have! Always a wonderful value, our NEW LOW PRICE creates what we believe to be the FINEST HOSIERY VALUE IN THE WORLD! They are SUBSTANDARDS, but really, far too fine for the substandard classification—due to Real Silk's exacting inspection system.

Here Are the "10 ACES"—Exclusive With Real Silk:

1. 100% FRESH Silk!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple-Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Genuine-Sealed Silk Yarns!
9. TWO-Way Run-Stop!
10. Positive Heel-Guard!

A Chorus of Oh-h's and Ah-h's Will Greet These...

NEW DRESSES With CAPES and JACKETS

As old as Eve! As new as tomorrow's sunrise! That's the story of dresses with JACKETS and CAPES! But the story as re-told for Spring 1933 holds more happy surprises—more zest—more vim and vigor than in any year since Eve! There are "mess jacket" types, flare-back jackets, new cardigan styles, capes with softly draped lines, capes with a world of pleats, half-capes, full capes. And when you buy a dress with a cape or jacket, you can make it look like an entirely new outfit nearly every time you wear it. Scores of other styles to choose from, of course!

Birthday Sale Priced!

\$6.95

—Downstairs at Ayres.

—Rough Crepes
—Triple Sheers
—Gay Prints
—New Canvons

SIZES:
14 to 20
38 to 48



A—Gray jacket frock with white pique collar and cuffs; note the newest type of sleeve!

B—Lots of charm in this black frock—with its half-cape; detachable, pleated organdy jabot; new sleeves!

C—Note soft draped lines at neck, the full cape with pleats, and pleated pinfore which hangs from girdle in front.

D—The jacket on this Sunday night frock buttons in back; sleeves trimmed with fur. In navy.

E—A really dainty cardigan jacket frock with surplice closing and lingerie trim. Kick-pleated skirt.

F—A flare-back jacket with loose half-sleeves. The dress has wide pleated revers; in navy blue.

**Vogue Says: "Probably no hat on earth
can be as rankly flattering
as the FLOWERED TOQUE"**

Ayres' Downstairs Store Says:

They Are HERE for Only

- Black
- Beige
- Navy
- Dawn Blue
- Gray
- Brown

\$1.59

For springtime afternoons, and evening occasions you'll want, without fail, one of these dashing little soft fabric turbans—garnished profusely with velvety flat petals. You'll look—and feel—like the very reincarnation of Springtime herself. This is a brand new, best-selling fashion—but you can have it at this special 13th Birthday Sale price! Many other charming styles in various straws, also at \$1.59.

—Downstairs at Ayres.



AYRES' DOWNSTAIRS STORE