

LUCKY
13
TH

Another Week of Value-Giving—In Our ... BIRTHDAY SALE

POPULAR DEMAND has induced us to continue this great value-giving event another week! Great crowds have taken advantage of our bargains, in every department! Rainy days and sunny days were all alike! Our customers CAME! They were PLEASED WITH THE FASHION, and QUALITY, and the LOW PRICES... and they BOUGHT! Great quantities of fresh NEW merchandise has arrived over the week-end—so we are prepared to delight still more people with our 13th Birthday Sale values. Doors open at 9 A.M.

SUBSTANDARDS of

REAL SILK

DeLuxe Hosiery

Wears Better Because of These

Ten Exclusive Features!

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

SUPER-VALUES at This New Low Price!

2 Pairs 80c
1 Pair, 45c

—Downstairs at Ayres.



*Seldom Have You Seen So Much
STYLE and BEAUTY in*
Women's Dresses
... SIZES 38 TO 48

And Their
Price
Is Only— **\$3.95**

Ayres' Downstairs Store has always "specialized" in dresses for the larger figure! We've always been proud of our fine, big assortments and our low prices! But here is a group of new spring 1933 dresses that surpasses all previous offerings! See them tomorrow! You will scarcely believe the price tickets! New slenderizing lines, beautiful fabrics, careful workmanship, accurate sizes—and what bargains they are!

- | | |
|-----------------------------|--------------------|
| —Dark Ground Prints | —Wide Rever Types |
| —Light Ground Prints | —Surplice Closings |
| —Lots of Navy Blues | —Jacket Frocks |
| —Black with Color Contrasts | —Two-Piece Styles |
| —Smart Lace Trimmings | |

—Downstairs at Ayres.

3-DAY SALE!

Victorianna

The New Twin-Dot Wash Frock

*... A Sensational Success
From Coast to Coast!*

89c

- Puff Sleeves • Slim Lines
- Pleated Skirt • Tie Back
- Wide Collar • Button Trim

It will be a case of love at first sight... when you see "Victorianna"... a charmingly quaint frock with a dual personality. The top of the frock is made with light dots on white grounds—the skirt is the exact reverse. Notice the full Victorian sleeves—the wide pleated collar—and the four big buttons. Slip it on! You'll say it is the most flattering frock you ever wore!

—Downstairs at Ayres.



—Black-and-White
—Blue-and-White
—Red-and-White
SIZES 14 TO 20

Flattering New Hats

*To Wear With Your Soft,
Feminine-Looking Frocks!*

\$1.59

- New Flower-Trimmed Turbans!
- Soft, Undulating Brims!
- Coquettish, Veiled Toques!

This spring you CAN'T have just one hat "to wear with everything!" Your mannish, sports clothes require a severe sailor or beret type—while with your dressy, frilly things you'll need a hat with lots of "allure." BOTH types are here in large variety—priced so low that you can afford to buy both types. All colors and headsizes.

—Downstairs at Ayres.



AYRES' DOWNSTAIRS STORE