

# A JANUARY SALES DOWNSTAIRS at AYRES



Here Are the New  
**Dresses**  
to Wear Between  
Now and Easter!

**\$6.95**



"Show us something BRAND NEW," women tell us when they come in. That explains this group of brand new dresses—as new as tomorrow—each singing a song of springtime. Prints on black, navy or brown, scarf sleeves, plain black or navy with crisp white lingerie touches. Gay, bold, bright colors to go under dark coats now, and to wear without a coat later on. Sizes for Women, Misses and Juniors.

**Materials:**

Acetates	Sheers
Failles	Taffeta
Heavy Sheers	Crepes
Ribbed Sheers	Prints and
Cantons	Combinations

**Styles:**

Business Frocks	Shirtwaist Frocks
Afternoon Frocks	2-Color
Tavern Frocks	Combinations
Hostess Frocks	Street Frocks
Sunday Night Frocks	Bead Trims
	Metal Trims

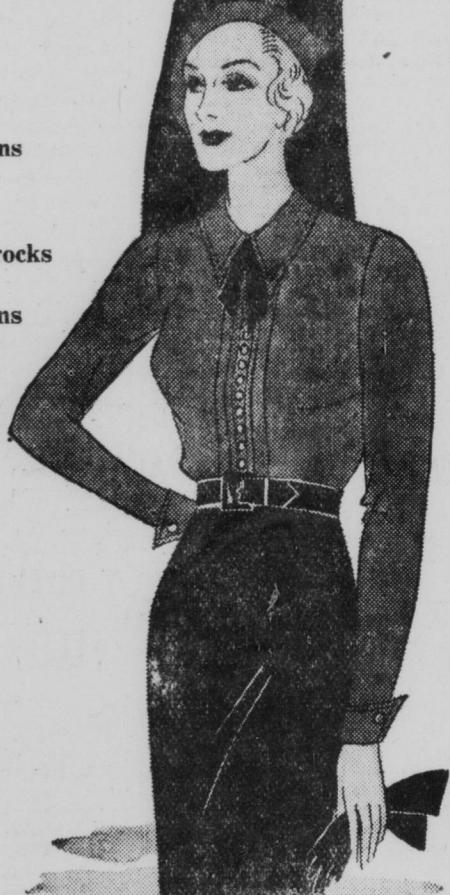
UPPER LEFT...Stunning "Old Gold" color afternoon type frock. Simple in line, but flattering to its wearer.....\$6.95

LOWER LEFT...A "Black Beauty" with  $\frac{3}{4}$  length sleeves and a frilly white collar at the neckline. Note the slim skirt.....\$6.95

UPPER RIGHT...Black with a crisp white lingerie touch, spells chic. Note this newer detail, buttons on shoulder.....\$6.95

LOWER RIGHT...The shirtwaist type frock...a sure "comer" for this spring. The bright glass buttons are new as tomorrow. Red top, black skirt.....\$6.95

—Downstairs at Ayres.



You'll Be Fashion-Wise—and Thrifty, Too  
If You Choose Our Famous Irregulars of

## REAL SILK DeLuxe Chiffon Hose

• 100% Fresh Silk!  
• Patented Hem-Guard!  
• Patented No-Hole Men!  
• Strain-Proof Instep Point!  
• Triple-Fast Dyes!  
• Cradle Dura-Foot!  
• Grenine-Sealed Silk Yarn!  
• Two-Way Run-Stop!  
• Double-Thick Grenine Silk Heel!

We've been checking and rechecking and found out there is a very definite trend toward Real Silk DeLuxe Hose. It's because they are made from the fresh silks to give them longer wear. Made by the latest methods of manufacturing to give you sheer beauty and a clearness beyond reproach. Protected by those 10 famous guards that are an exclusive Real Silk feature. In all the new and popular shades.

—Downstairs at Ayres.

**60c  
PAIR**



Now Is the Time to Buy  
**Silk Slips**  
At an Exciting  
January SALE Price!

**\$1.39**

For the woman who has waited for the "best slip buy of the season"...we offer this remarkable value. These are of pure silk crepe. California, V or straight lace tops or tailored V neck and hem. The seams are pull proof, to give longer wear. Bias cut so your dress will fit without a wrinkle. Sizes 34 to 44.

*Finer Slips. Sale Priced, \$1.65*

—Downstairs at Ayres.

Choose for Yourself...  
**A Jolly Young Sailor**

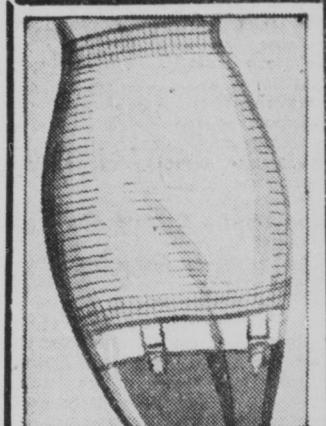
These New 1934  
Models Are Only

**\$1.98**



Sail into the spring fashion picture with a brand new Breton or Straight Brim sailor. They have that new wind-blown look, the smart details and the fabric or straw material that will take all the fashion bows day in and day out. If you're not the type for a sailor...we have an interesting group of those quaint new halo shapes, off-the-face styles or pert bonnets.

—Downstairs at Ayres.



Join the Ranks of  
Sweet Young  
Things Who Prefer

**"LASTEX"  
Girdles**

**\$1.00**

The perfect garment for  
the young figure or the  
small woman. Light in  
weight, stretches 2 ways and  
moulds your figure to the  
desired proportions. 4 Hose  
supporters. Small and me-  
dium sizes.

—Downstairs at Ayres.

## JANUARY SALES!

### Girls' Winter Coats

**Specially  
Priced at  
\$5.98**



Miss 7 to 14 will fall in love with these beautiful coats. They're double breasted chinchillas with Laskin lamb collar. The trims are buttons, belts and pockets and has a beret to match. "Tom Boy" lining. Heavenly shades of green, buff, wine and navy. They fit like a "million" dollars.

#### Other Coats at \$3.98

A grand group of girls' novelty tweed coats to go at this very low special price. They have puff sleeves, stitch, belt and pocket trims. The collars are Laskin lamb trimmed. Sizes 7 to 14.

**Sale of Wash Frocks  
3 for \$2 (or 1 for  
69c)**

Sheers or prints with puff sleeves, collar, tie, pleats and belt trims. The kind that are very much in demand all over town. In the colors or combination colors that any girl will get excited about. Sizes 7 to 14.

—Downstairs at Ayres.

This New  
Spring  
Neckwear

Makes New Frocks  
Out of Old Ones!

**59c**

Grand pick-me-ups to give  
your old dress a bright spa-  
ce and span look. Your choice  
of pique, organdy and some  
satin pieces in all the popu-  
lar styles. Bibs, Collars,  
V Necklines, Ascots and etc.

Other Neckwear... \$1

—Downstairs at Ayres.

### January SALE of Children's Goodyear Welt Shoes

**Just  
160 Pairs at  
\$1.95 PAIR**



You get more quality, more value for less money than ever before. Your choice of various styles and patterns in the size range listed below. Every pair of good substantial leather that will give long wear and still keep looking like new.

	8 1/2	9	9 1/2	10	10 1/2	11	11 1/2	12	12 1/2	13	13 1/2	14	14 1/2	15	15 1/2	16
A		1				1				1						
B	3	3	5				1	4	14	4	1					3
C	3	2	5	8	4	1	4	7	3	11	3	1	1			
D	5	4	6	5	2	4	1	5	2	2	1	11	4	10	2	1

—Downstairs at Ayres.



**No. 5 Cloth  
Rayon  
Undies  
69c**

• Chemise  
• Bloomers  
• Stepins  
• Vests

Perfect fit, longer wear,  
styles you want are the rea-  
sons women are turning to  
our No. 5 Cloth Rayon Undies.  
Made of a special  
rayon yarn that's almost  
run-resisting, bar tacked at  
seams, elastic at knee and  
waist. Flesh or tearose.  
Sizes 34 to 42.

—Downstairs at Ayres.

Dress-Maker's Remainders of  
**Silks! Rayon! Acetates!**  
In a Great January Sale!

*Remnants! Bolt Ends!  
Short Lengths!*

This material was bought from a popular manu-  
facturer of finer dresses. He needed money...we needed  
good fabrics to sell at a low price. Here they are! They're  
of such good quality that we have to sell them  
from  $\frac{1}{2}$  to 4 times this sale price. The savings is yours  
...hurry in early tomorrow.

—Downstairs at Ayres.

**59c  
YARD**