

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
Faillies	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 ¾ 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 Hem!
- Strain-Proof Instep Point!
- Triple-Fast Dyes!
- Flat-Seam Sole!
- Cradle Dura-Foot!
- Gremine-Sealed Silk Yarn!
- Two-Way Run-Stop!
- Double-Thick Gremine 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 hems. 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.

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.

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.

Sizes	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	1½	2	2½	3
A	1	1	1	1	1	1	1	1	1	1	1	1	1	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	1	1	1
D	5	4	6	5	2	4	1	5	2	2	1	11	4	10	2	1

—Downstairs at Ayres.

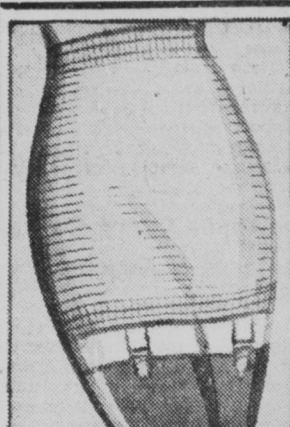
Dress-Maker's Remainders of
Silks! Rayon! Acetates!
In a Great January Sale!

Remnants! Bolt Ends!
Short Lengths!

This material was bought from a popular manufacturer 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 would have to sell them from ½ to 4 times this sale price. The savings is yours...hurry in early tomorrow.

—Downstairs at Ayres.

59c
YARD



Join the Ranks of
Sweet Young
Things Who Prefer

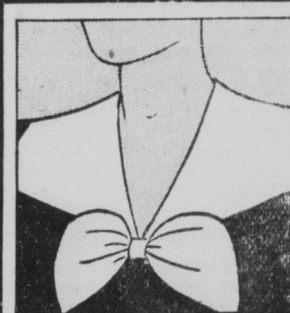
"LASTEX"

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 medium sizes.

—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 spic and span look. Your choice of pique, organdy and some satin pieces in all the popular styles. Bibs, Collars, V Necklines, Ascots and etc.

Other Neckwear...\$1

—Downstairs at Ayres.



No. 5 Cloth

Rayon Undies

69c

- Chemise
- Panties
- Bloomers
- Step-ins
- Vests

Perfect fit, longer wear, styles you want are the reasons 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.

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