

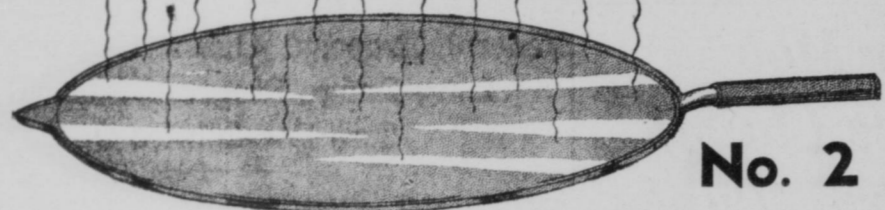
to Ayres Downstairs Tomorrow for



Fashions "that Bloom in the Spring, Tra-la"

RIGHT OFF THE GRIDDLE!

FEBRUARY S-I-Z-Z-L-E-R



No. 2

A Value So HOT That We Can Offer It Only for ONE DAY!

Girls' Wash Frocks

Enchanting Styles—at a "Lowest-Ever" Price for this Fine Quality!

Sizzler No. 2 coming up. These are the kind all girls from 7 to 16 are wild about. Sheers, prints, organdies and combinations. Vat dyes. Collars, fancy stitch bindings, puff sleeves and shoulder treatments are a few of the details. Finely tailored. We reserve the right to limit quantities!

87c

—Downstairs at Ayres.

INTRODUCTORY SALE!

New Regent Pumps

A Brand New

American Girl "Silhou-Welt" Shoe



To introduce this new style shoe to our American Girl friends . . . we reduce the price for a period of 10 days. This is a very plain pump with lines to make your foot look smaller. It comes in black, brown, blue and grey kid and patent leather. Sizes 4 to 9, widths AAAA to C.

Very Specially Priced at—

\$3.95

—Downstairs at Ayres.

Hurry to Our New

Skirt-and-Shirt Shop

With Glamorous Fashions

SKIRTS . . . \$1.98

A plain colored flannel, a tweed or a check is the sporting thing to wear for spring. They're fashioned after all the latest successes. Button up front, wrap around or button on side styles. Choose from all your favorite plain colors. Sizes 26 to 32.

BLOUSES . . \$1.98

Advance fashion dope says that blouses are in for a big season. We're ready with many styles and most every color and combination in crepes, plain pastels and tailored linens. Sizes 34 to 40.

Sweaters . . . \$1.98

These sweaters have got a lot of what it takes to get along. Meshy weaves, tailored or dressy styles with high necks, surplice necks in colors sweet as an April day. Sizes from 34 to 40.

Shirtwaist Frocks, \$2.98

We think these are the swellest new spring fashions we've seen so far this year . . . (and we've seen plenty). "Ripplesheen" cloth. Woven seersuckers, fine Gingham in sizes from 14 to 20. Plaids, stripes, plain colors and checks.

—Downstairs at Ayres.



Indians Are Coming to Ayres 6th Floor! February 5th to 10th

Be Fashion-Wise and Thrifty . . . Choose

Irregulars of

REAL SILK

DeLuxe Hose

60c Pair

Smart and thrifty women choose Real Silk Sheer Chiffon DeLuxe Hose because they get more value and finer quality penny for penny. Made by the latest methods of manufacturing to give you sheer beauty and lovely shades. Made from the freshest of silks to give you more mileage than just ordinary hose. Protected by the 10 Guardsmen—a Real Silk patent.

Note These 10 Beauty Guards

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. Grenine-Sealed Silk Yarn!
9. Two-Way Run-Stop!
10. Double-Thick Grenine Silk Heel!

—Downstairs at Ayres.

Fashion Recommends:

Navy Blue Frocks

With a Neat, Nautical Air!

\$6.95

Is All You Have to Pay!



UPPER LEFT: This navy blue splashed with white can be worn any time. Notice the smooth lines hugging the ribs. . . \$6.95
LOWER LEFT: A navy and Persian colors team together in a ribbed sheer for a successful season. A half-size dress that is youthful and flattering . . . \$6.95
STANDING: A 1934 version of navy blue with sheer white accents. Severely simple in line with a youthful appeal. Note the 3/4 length sleeves. . . \$6.95

Gay Prints or a Touch of White Adds Femininity

The navy is in . . . for the whole fashion horizon is completely covered with shades of navy blue . . . and what shades! Knockout collections of "navy and" combinations of crisp white, splashes of dazzling prints or dashing plaids that will please the most demanding female. Sizes for Women, Misses and Juniors!

—Downstairs at Ayres.



This Halo . . .

Is Nautical, but Very, Very Nice!

\$1.98

Crown your head in navy blue for a successful season. This off-the-face hat has a frank swerve that is flattering and a youthful line that's fascinating. Perhaps that's why we've had to send for many more. If you're not navy minded we have many other colors and styles in pill-boxes, turbans, tricornees, sailors.

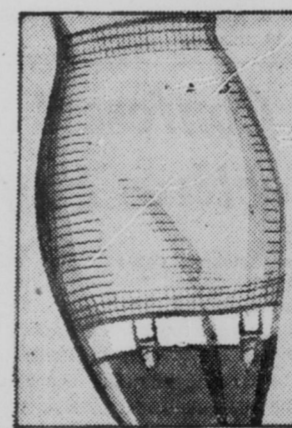
Dozens of Other Styles at \$1.25

—Downstairs at Ayres.

"Kabo-Ette" Girdles

Are Mere Wisps of Lastex Made to Mould Youthful Figures

\$2.50



Kabo-Ette is a modern garment for all young fashionables who need a foundation that permits freedom and at same time will fill out the figure. Made of genuine lastex with a two-way stretch feature that allows you to run, sit, jump or ride without the garment slipping up. At the same time it shapes your hips so that your dress fits you perfectly. Small, medium and large sizes.

"Kabo-Ette" Brasslette, \$3.50

—Downstairs at Ayres.

Actionful New Spring

Coats

for Lively Juniors

\$12.95

SIZES 13 to 17

Forward, in a new spring coat you windswept young fashionables who are first with an exciting new trend. A following breeze sweeps these coats forward into flattering, youthful, stream lines. Coats in blue pastels, gray, tan and tweed tones add a gay spring touch to your jaded wardrobe that you just can not do without.

Junior Dresses, \$6.95

—Downstairs at Ayres.



AYRES ★ DOWNSTAIRS ★ STORE