

TO AYRES DOWNSTAIRS ★ FOR FEBRUARY BARAINS

Tomorrow Only!

Your Dollar Does Double
Duty in This Rousing

Sale! Spring Dresses

\$4.45
Each
(Or 2 for \$8.00)

- Street Dresses
- Business Dresses
- Afternoon Dresses
- ¾ Sleeves
- Elbow Sleeves
- Geometric Prints
- Floral Prints
- All-Over Prints

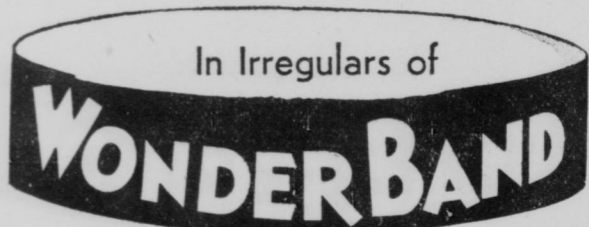
- Scarf Sleeves on Navy, Black, Brown
- Plaid Tops
- Black and White
- Lingerie Touches
- Print Sleeves
- Persian Sleeves
- Navy with Checks

Here's a Sizzler you'll always remember . . . it's so hot we can offer it for tomorrow only! We've just received about 300 brand new spring dresses, every one labeled spring 1934 from the top of the fascinating neckline to the bottom of the smart skirt. All the colors meet the demand for spring—they're gay, alert and slick as a whistle. Every style you've been reading about will be represented—including a few windblown neckline effects. Better drop everything and fly down early tomorrow morning . . . you just know new spring fashions like these will go streaming out. Sizes for women and misses!

—Downstairs at Ayres.

—Downstairs
at Ayres
Where Fashions
Are Less
Expensive

You Get EXTRA Value—
EXTRA Mileage—EXTRA Sheer Beauty



Chiffon HOSE

FEBRUARY SALE PRICED . . . for a greater than ever value! 4-thread, 42 gauge chiffon hose for sheer, beautiful shades. Protected by the famous WONDERBAND to stop garter runs, the "Wonder Toe" and the "Wonder Heel" for that extra mileage that you read about, but so seldom find in hosiery. In all the popular hosiery shades for spring. Sizes 8½ to 10½.

59¢ Pair

—Downstairs at Ayres.

2 Pairs for \$1.10

Tomorrow at 9! February Sale—

New Prep Suits

Two Trousers **\$10.95**

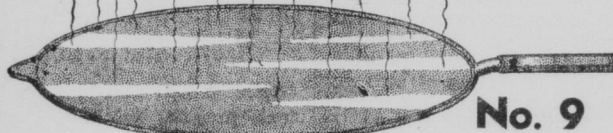
In the "ONE-STOP Men's Shop"

Fellows we've just opened up a new Prep Shop in our ONE STOP Men's Shop. Boy, oh, Boy, the styles are swell looking and the fabrics are just the right color. And how they fit. You can select your new Spring suit from blue, oxfords, chevots, grays and tans. Sizes from 32 to 36.

—Downstairs at Ayres.



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



No. 9

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

"Stevens" Linen TOWELING

Mill-end lengths in famous "Stevens" quality pure linen toweling. It has the popular colored borders in narrow or wide stripes. Lengths from 1 yd. to 2½ yards. All first quality.

10¢ Yard

NO PHONE OR MAIL ORDERS!

—Downstairs at Ayres.

New Spring Wash Goods REMNANTS

15¢ Yard

Printed Batiste Printed Cotton
White Cambric Crepes

Cheviot in Jeans, twill
Blue and Gray weave in white

And Many Other Pieces!

—Downstairs at Ayres.

Come and Get Them!
Just 420 "Famous Quality"

REAL SILK Rayon Undies

In a Special February Sale!

- Combinations
- Panties
- Bloomers
- Slips

69¢ Each

Irregulars

Just about twice a year are we able to secure these famous undies to sell at such a special savings. Because they're irregulars you may have them for this low price. Every garment has those famous Real Silk qualities for long wear and for exceptional fit. The panties and slips are lavishly trimmed with frothy laces. Sizes 32 to 42. Flesh, peach or blue, but not all sizes in all colors.

Downstairs at Ayres.



Just 2 More Days at This Low PRICE!

The New "American Girl" Regent Pumps

\$3.95



AAAA to C
Sizes 4 to 9

Pumps are the shoes that smart women choose year in and year out for all occasion wear. The Regent is our smartest pattern—in plain black, brown, blue or grey kid and patent leather. Saturday the price will be much higher.

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE