


TO AYRES DOWNSTAIRS

Mothers! No School Tomorrow!... So-o-o

... Why Not Plan to Shop With the Children—for Things They Need!

FOR SPRING FASHIONS

FEBRUARY
S-I-Z-Z-L-E-R No. 18



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

Girls' Wash Dresses

Sizes 2 to 6—7 to 10—10 to 16

New spring styles in girls wash dresses from 1 to 16 years of age. Sheers and prints in a splendid assortment of beautiful color combinations. Puff sleeves! Sleeveless styles! Capelet styles! All fast colors and trimmed with elegant details. Dresses fit for a little queen, and the SAVINGS IS TREMENDOUS.

87^c Each

No Phone or Mail Orders!

—Downstairs at Ayres.

Special Luncheon for
Mothers and Children
In Ayres Downstairs Lunchroom
Roast Beef and Brown Gravy
Mashed Potatoes, Rolls
Butter, Coffee, Tea or Milk

25^c

—Downstairs at Ayres.

Irregulars of
WONDERBAND
Chiffon Hose
"Have Everything"—Beauty
—Sheerness—Low Price!

59^c PAIR

Irregulars of Wonderband Chiffon Hose are surely due for a place in the hall of fame. Only Wonderband could offer these features—sheer beauty and beautiful shades because they're made by a famous manufacturer who knows what women want. They'll give you more than ordinary service because the WONDERBAND stops garter runs, the "Wonder Toe" and "Wonder Heel" protects them at danger points. In all the popular shades to warm your heart.

—Downstairs at Ayres.



Spring Hats

Stress Individuality!

\$1.98

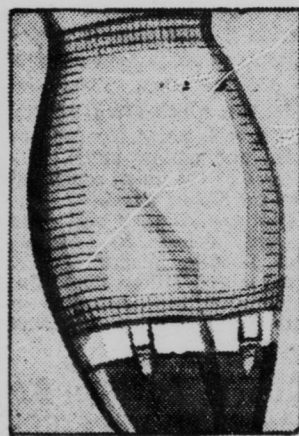
Hats this spring are perhaps the giddiest, lightest, most casual things in millinery history. They are the spotlights, headlights and highlights of a spring costume. No one model leads; brim styles compete with off the face models, perky little pill boxes with berets. The colors run riot with gay bright little trims. You'll find them all here... in most every headsizes and every color to warm your heart.

—Downstairs at Ayres.

"Kabo-Ette" Girdles

Mould the Youthful
Figure to the
Desired Porportions

\$2.50



The new streamline silhouette you youthful moderns have accepted for the coming season demands a figure gracefully proportioned under your new spring suit or new frock. Kabo-Ette's do the trick, beside they give you all the freedom of action you active young things need. Small, medium and large sizes.

—Downstairs at Ayres.

SILK SALE

Thousands of yards of Discontinued colors and patterns from America's best known mills! Pure silks, rayons, Celanese and Acetates! All from full bolts. Choose from 11 popular manufacturers and 18 fine weaves.

69^c YARD

—Downstairs at Ayres.



Back
to
Navy Blue
\$5.95

Fashion loves a navy blue with a bolero in bright, light Mexican colors. It's a sheer with a bright touch of metal to gleam its way into the hall of fashion. Size 16.

"Geometry"
You'll Love
in This Print
\$5.95

A navy blue crepe with geometric dots to add a lot of dash. Spring and smartness is written all over this print. The $\frac{3}{4}$ length sleeves and the Mexican colors at the neckline. Size 17.

Young
Fashionables
Get Into Navy
\$5.95

Have all the authority and dash of the navy in this slick streamline dress. The blue and white jig-saw trims ending with the big circle of a button spells chic. A darling in size 17.



News of New
Windblown
Coats
\$16.75

The wind is blowing you forward in this delightfully refreshing coat of navy blue. The shoulders sweep downward into smooth easy going lines, slick as a whistle. A size 13.

Paris Stresses
Navy Blue
Coats
\$16.75

Colors come and colors go... but you never forget navy. In coats it's the one smart color that goes well with almost any costume. Notice the windblown lines. A size 11 that speaks for itself.

Suits Are
Our Long
Suit
\$16.75

Suits win laurels casual or swaggar. We've a lot of them with all the newest influences. Russian or British it makes no difference and both are equally as smart. This is a navy with detachable pique collar and cuffs. Size 15.

Introducing *American Girl* "Junior-Miss" SHOES



Sizes 3 to 9
AAA to C **\$4.95**

For all you young fashionables who like to look as smart as mother, we've assembled a swell group of American Girl shoes. Styled along the same fashionable lines as grownup shoes with the popular 12.8 to 14.8 heels. Choose from sandals, stepin pumps in kid, patent leather. Also oxfords in brown and black calf skin.

Children's "Tri-Tan" Shoes, \$2.29

Sizes 8½ to 3. Soles are guaranteed to outwear the uppers.

Boys' Sturdy Oxfords, \$2.29-\$2.95

Size 11 to 6, BC to D Widths.

—Downstairs at Ayres.

Boys' Fast-Color Shirts



Are Only **69^c** Sizes 6 to 14½

Fellows bring your mother in tomorrow and show her just the kind of shirt you want in this group. These are the Varsity brand... and are they good looking, we're telling you! Plain colors in blue, green, tan and white and fancy patterns that'll sure catch the eye. Full cut to give you perfect fit and long wear.

Boys' Cheviot Slacks... \$1.98

Slacks are so very popular with boys because they come in cheviot or tweeds. The cheviots, size 8 to 20 in oxford and blue. The tweeds in grays and tans, sizes 12 to 20. Wide bottoms, slash pockets.

Boys' Sweaters... \$1.19

Good looking plain colored slipover style sweaters. The sizes range from 26 to 36. Maroon, navy, gray, green, tan and royal.

Boys' Knickers... \$1.00

Full lined with knit grip bottoms. Well made to give long wear. In spring colors and weaves. Grays, tans, herring-bones and cashmere weaves. Sizes 6 to 15.

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE