

Our Spring Frocks

Follow Fashion in Three Distinctive Ways!

1. Modern Streamline—

Windblown silhouette unbroken up and down lines—Trim details "blown" to front or back.

2. Medieval Details—

Smooth rounded shoulders, lacy ruchings, minstrel necklines, Friar's hoods, plastrons, cowl necklines.

3. National Influence—

Specially in colors, Mexican Bolero, Tyrolian influence, unusual color combinations, gay and alert.



\$6.95

Every woman wants to look like spring 1934! Then select your dress from this grand group at a pleasingly low price. You'll find a dress here with all the new details in silhouette, many with the new medieval necklines and all you want with colors that are influenced by old Mexico. Sizes for women and misses!

Four of the Many New Fashions You'll See:

A. This is a dress to make a woman feel happy. Streamlined, with all trimming details in front. Size 14. \$6.95.

B. This dress has all the authority and dash of the navy. A woman's dress that's slick as a whistle. Size 38. \$6.95.

C. This dress has taken a bolero from old Mexico and transformed it into a spring 1934 streamline model. Size 16. \$6.95.

D. You'll swear by "BLACK and" as you always have when you see how flattering this dress fits. A size 15. \$6.95.

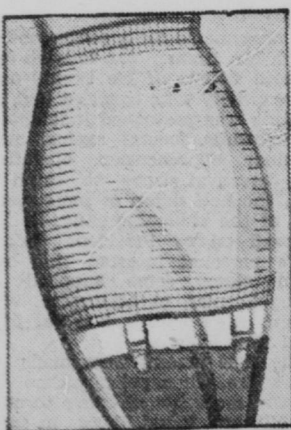
Downstairs at Ayres.

"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. —Downstairs at Ayres



It Takes a Little Hat Like This

...to Bring Out Your "Best Points"

\$1.98

You women can have a new look on life in one of these adorable off-the-face hats. The lines are so soft that it's "slyly revealing, highly becoming." See how it's pushed back by the wind to show your widow's peak... and how the "little ears" formed by tucks give it a halo. If you're not a halo type... we've plenty other becoming styles at this same low price.

Downstairs at Ayres.

One-Day SALE!
Misses' New
Sport Shoes

Four "Hot" Styles at—



\$2.29
PAIR

Brand new patterns and styles! Spring colors and materials! Leather and fibre soles with flat and growing girl heels. Kiltie and Prince of Wales styles in oxfords. Sizes 3 to 9 and lasts AAA to C. Tomorrow only!

Downstairs at Ayres.

"Little Miss 10 to 16" Steps Out in the New

Shirtwaist Dress

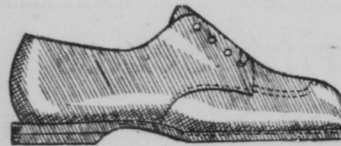
\$1.65

and **\$2.00**

Join the "Classic" class in this outstanding girl's spring and summer dress fashion. They're going to be worn everywhere this year and they're sure to be a fashion you just can't do without. This group contains all the styles and colors and combinations that are sure to click.

Downstairs at Ayres.

Our Children's
"Tri-Tan" Shoes
Are GUARANTEED!



\$2.29

"Tri-Tan" shoes are the kind parents and children swear by. They wear and wear and yet still retain their good looks. The soles are guaranteed to outwear the uppers. Nuff said. Sizes 8½ to 3, lasts A to D.

—Downstairs at Ayres.

TO AYRES DOWNSTAIRS

Vim! Vigor! Vitality!
...Is Apparent in Every Line of Our New

Spring COATS

In Three Price Groups—

\$16.75

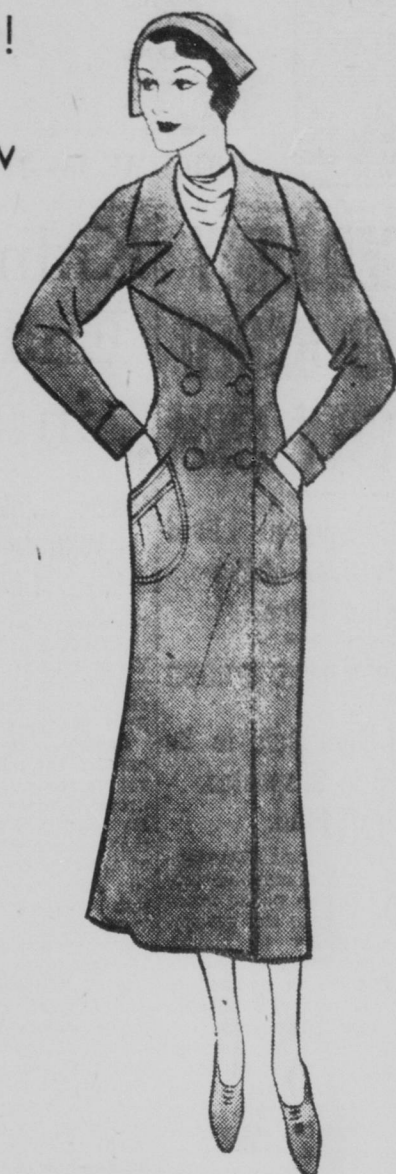
\$14.75-\$19.75

Our new spring coats have a definite mission in life... to take you smartly and fashionably thru the coming season and to give you long service and perfect fit. These definite aims are carried out in each coat by having every new detail that fashion recommends. The new streamlines, the contrasts, the mannish tailoring, the tweeds and other fabrics and all the gay new peppy spring colors. Sizes for women, misses and juniors!

"Junior-Miss" Coats—

\$12.75 to \$16.75

Downstairs at Ayres.



You Get "Protected Beauty"

In This February

SALE
of Full Fashioned

(IRREGULARS)

WONDERBAND

Chiffon Hose

59c

2 Pairs
\$1.10

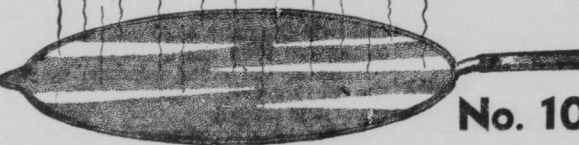
The beauty is protected by the WONDER BAND that stops all garter runs... the "Wonder Heel" and "Wonder Toe" that add lots of extra mileage to your hose. They're clear and sheer as you like them and the shades and lovely tones "go with" your new spring print or suit. Sizes from 8½ to 10½. Better stock up your hosiery wardrobe while this price is low—and while the saving is tremendous!

Downstairs at Ayres.

SATURDAY! A Very Special SALE! Crisp New White Neckwear

... Styles to Make Old Dresses Seem New... or to Lend Variety to New Frocks!

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



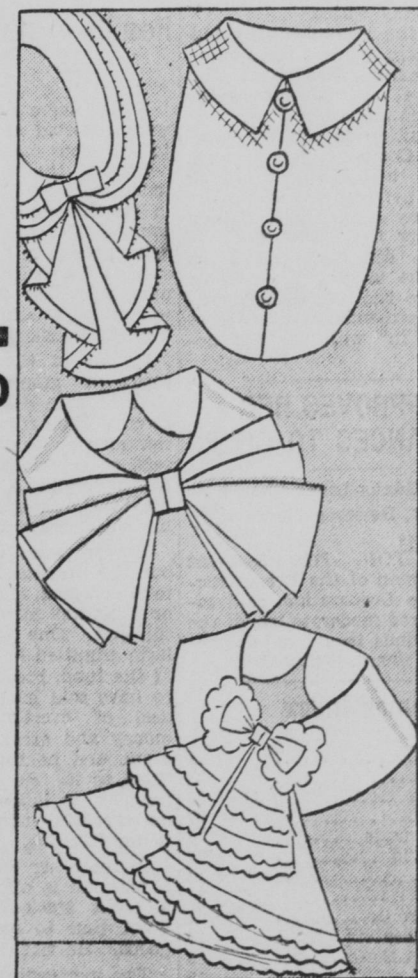
No. 10

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

79c
Each

Grand little "Pick-me-ups" to change an old costume into a new one—at a grand little price! This is your long waited for opportunity to be a "White Collar Lady!" We have crisp organdie, fresh pique and gleaming white taffeta jabots, ascots and bibs. Trimmed in pleated ruffles, fagoting and with frilly laces.

—Downstairs at Ayres.



AYRES ★ DOWNSTAIRS ★ STORE