

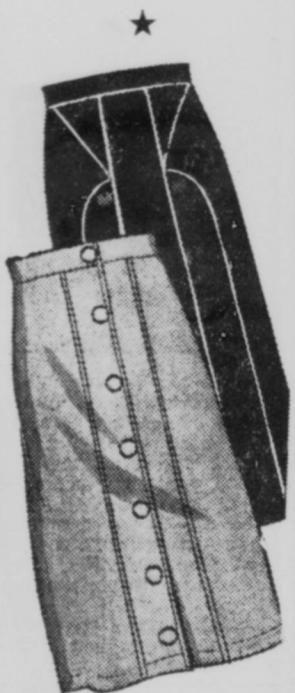
TO AYRES DOWNSTAIRS★

In Our New
"Skirt-and
Shirt"
S-H-O-P



Blouses
\$1.98

Tailored linens, imported French organdies and washable silk crepes. Tucks, ruffles, V-necks, high necks and tie styles. Sizes 34 to 40. Desirable colors.



Skirts
\$1.98

Plain flannels in brown, black, navy, gray, beige and red and green. Tweeds in monotone shades of brown and gray . . . plaids and checks. Sizes 26 to 32.



Sweaters
\$1.98

Match 'em up with your skirt. Plain and fancy wavers in a multitude of colors and color combinations. Sizes 34 to 40 in many unusual styles.

Real Suede
Jackets
\$3.98

Genuine suede jackets with patch pockets and side adjustments. In a genuine assortment of smart colors—blue, grey, cocoa, leather, olive and green. Sizes 14 to 20. Seconds.

—Downstairs At Ayres.

New Spring Dresses

Are Alert—Modern—Streamline!

...and Their Details
Make Them as Wearable
as Your Own Skin!

Here's the spring fashion story told in a few simple words. The new spring dresses tend to more simplicity and refinement, with softer details. Shoulders are smooth and rounded. Sleeves stop anywhere between elbow and wrist. Necklines remain high or draped . . . We've hundreds of the new spring dresses, smartly fashionable with all the details mentioned above. In sizes for women, misses and juniors.

Fabrics and Color are
Important Parts of the
Fashion Picture!

The fabrics are the types that can be tailored or draped to the best advantage. The colors are gay and spring-worthy. Prints, plain colors and contrasting prints. Stripes, polka dots . . . and of course, Chinese, Mexican, Persian and French colors. White, navy, black, blue and brown are still best bets.



—Downstairs
at Ayres,
Where Fashions
Are Less
Expensive!

\$6.95



ONE-DAY SALE!

All—"Lastex" Girdles

That Stretch 2-Ways!

The new spring streamline silhouette demands smooth curve control. This All-Lastex girdle with the 2-way stretch feature helps mold your figure to those stream lines and still lets you have plenty of freedom for action. Small, medium and large sizes. Has 4 hose supporters.

—Downstairs At Ayres.

\$1
EACH



Adorable New
Sample
Hats

In Our First
SALE of 1934!

\$2



Breton
Sailors
Off-the Face
Brim
Cartwheels
★
Black
Brown
Beige
Red
Green

Sailors
Draped Tur-
bans
Pill Boxes
Berets
★
Royal
Navy
Yellow
Powder Blue
White

Every one of these hats is now starring in the southland—every one is due for a "big" season here this spring and summer. Choose from varied straw fabrics and bodies, and some silks, with dull and shiny finishes. Some tailored trims and some flower trims—and many white hats for those of you who are yet to go south—and those of you who are wise and intend to buy now for summer wear.

—Downstairs At Ayres.

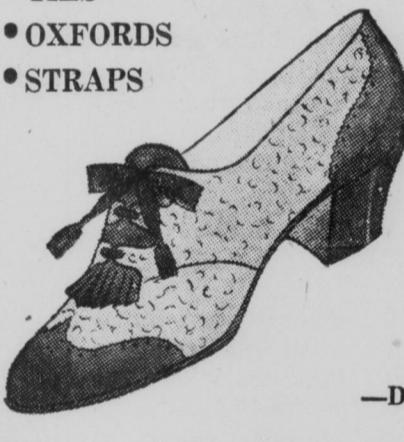
New Spring Shoes

Just Unpacked—Offered
for the First Time Tomorrow!

\$2.95



• PUMPS
• TIES
• OXFORDS
• STRAPS



—Downstairs
at Ayres

"Easy to look at . . . easy to wear . . . easy on your purse!" Just 11 words, but they suit these new shoes to a "T." Pumps in seamless and regent styles. Ties in rough and kid leathers. Step-in pumps with built up effects. Sports oxfords with leather and fibre soles. Blues, greys, blacks and browns and two-tone effects.

Sizes 3½ to 9—
AAA to C

You Get "Protected Beauty"

In This February

SALE

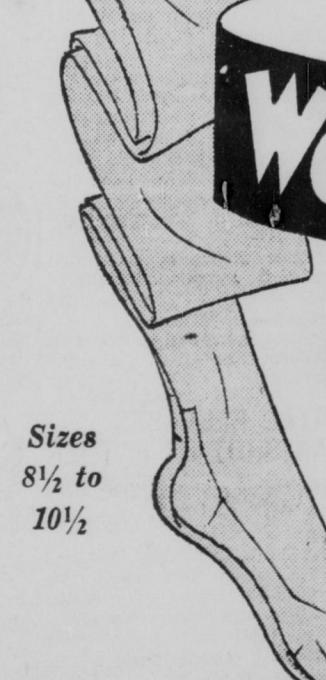
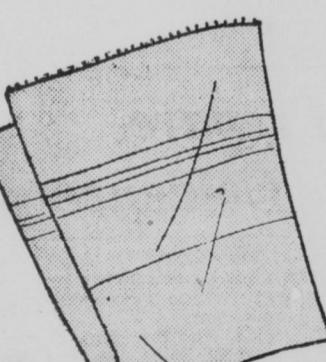
of Full Fashioned

(IRREGULARS)

WONDERBAND

Chiffon Hose

59c



Sizes
8½ to
10½

The beauty is protected by the WONDERBAND 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 savings is tremendous!

2 Pairs
\$1.10

—Downstairs at Ayres.



Spring Coats

Are Slim—Trim
and Ready for Action!

\$16.75

The streamline silhouette and the windblown details make this group of coats outstanding for spring wear. Swagger or casual styles with decidedly fitted lines. Belted, button or tied trimmily. Many go Russian in a big way. Some have the friar's hood, some have cape effects. You'll find tweeds or tweedy fabrics and wool crepes in sizes for women and misses.

—Downstairs At Ayres.

FOR SPRING FASHIONS

AYRES ★ DOWNSTAIRS ★ STORE