

TO AYRES DOWNSTAIRS

FOR SPRING FASHIONS



★ Arrived Yesterday!
★ On Sale Tomorrow!

New Spring Dresses

...That Will Cause
Many a Feminine Heart
to Flutter Faster...

\$6.95

The Silhouette—Is sleek, lithe, streamline and modern. The spring dress has straight up-and-down lines, almost as unbroken as the smooth sweep of the train or airship. Trimming details are either to the front or to the back.

The Details—are inspired by medieval fashions. Lacy ruchings on medieval court costumes, vestments of ecclesiastics and trappings of medieval knights... all are drawn on for details of fashionable dresses.

Just Take a Peek at the six dresses sketched on this page. Notice how the details are inspired by these medieval touches done in the 1934 manner. Every one youthful and flattering.

A Cowl Neckline—after the medieval monks, a white bib effect as worn by the medieval nuns. A high stand-up lacy collar inspired by a medieval duchess.

The Materials—must be the types that can be tailored or draped to best advantage. Cantons and heavy sheers are the favorites... and we have them, plenty of them in many versions of all the new spring styles.



A sophisticated black Sunday Night frock with a windblown white detachable collar. Machine sleeves. A bright metal buckle adds interest at the waistline. A size 13 at \$6.95.

A beige jacket suit dress with real fur trim on sleeves. Fashion says it with flowers at the neckline. A size 14 at \$6.95.

Lots of dash for so little cash. A navy blue satin jacket type dress with dots. Note the white Nun's bib. Size 16 at \$6.95.

Sizes for Women, Misses and Juniors!
—Downstairs at Ayres.

A streamlined navy blue sheer jacket type dress. Note the graceful shoulder line effect and the red and white plaid taffeta front. A size 16 at \$6.95.

Young fashionables join the plaid parade in this black and red frock. The black and red Minstrel neckline and the bright red belt buckle spells chic. A size 17 at \$6.95.

A navy blue satin with white dots. Note the smart square collar at the neckline (detachable of course) ties with red silk string. A bright red belt adds gaiety. A size 14 at \$6.95.

Only 4 More Days to Buy

Irregulars of

WONDERBAND

Chiffon Stockings

At This Special February Price!

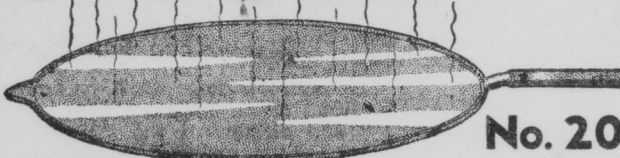
Beauty, sheerness and service form a triumvirate for Wonderband hose that women find hard to beat. These are 4-thread, 42 gauge chiffon hose made with the "Wonder Toe" and "Wonder Heel" that protects the beauty and long life of the hose. In all the most popular hosiery shades in sizes from 8½ to 10½. Remember! Just 4 more days to stock up your hosiery wardrobe.

59c

—Downstairs at Ayres.

2 for \$1.10

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



No. 20

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

GAY PRINTED Handkerchiefs 6 for 25c

3,000 bright, new, spring print hankies. You'll find many uses for them in brightening up your spring costume. Mid-size lawn sport prints in large and varied assortment of smart patterns and color combinations. Limit 12 to a customer.

NO PHONE, MAIL OR C. O. D. ORDERS!

—Downstairs at Ayres.

They're Selling "Like Hot Cakes"... These New Spring...

"Patty Prim" C-O-A-T-S

For "Miss 7 to 14"

\$5.98

Made just like mother's good looking coats... that's why Miss 7 to 14 falls in love with the Patty Prim styles as soon as she tries one on. Novelty tweeds, suede cloth and novelty weaves with collar, belt, buttons and pocket trims. Raglan shoulders. Some have belt and purse to match.

Girls' Shirtwaist Frocks, \$1.65 and \$2

—Downstairs at Ayres.



We're Ready for Spring... With
New "Corliss" Shoes



\$3.95

Pair

Women with an instinctive sense for shoe fashions and a flair for thrift prefer our Corliss Shoes because they have everything. Comfort, service and low price.

Here's an important group of new spring beauties in blue, black, brown and gray kid, rough and patent leathers. Many with stitching and perforations, ties, pumps, and straps. Any one style will make your heart quiver by its details and fine looks. Sizes 3 to 9 and widths AAA to C.

—Downstairs at Ayres.

Sizes 34 to 44 in

Pure Silk SLIPS

Rayon Taffeta Slips, 69c

\$1.19

Each

California, V or straight lace tops and hems. They are bias cut to insure perfect comfort and have self shoulder straps. The sizes are 36 to 44 in flesh, tearose, white.

For your new spring dress you must have a bias cut pure silk crepe slip like one of these. California, V or straight lace tops. Plain tailored hems and adjustable shoulder straps for a comfortable fit. The colors are flesh, tearose and white.

—Downstairs at Ayres.



Navy
Black
Brown
Red
Blue
Green

\$1.98

for

Brimmed Hats

With the Windblown Look!

We're brimming over about BRIMS—we know you'll like them too when you see the ones we have in this entrancing group. Look ahead to spring in a rolled or drooped brim... pretty as a picture. Sailors, breton sailors, off-the-face types, bonnets and pill boxes. So becoming and flattering that you'll want to buy one now to wear in the Easter parade.

—Downstairs at Ayres.

Mothers! Choose Our Children's
"Tri-Tan" Shoes
With GUARANTEED Soles!

\$2.29

Pair

Parents, these are the type of shoes children find hard to wear out, for the soles are guaranteed to outwear the uppers. They are as sturdy as they are good looking... and your young son or daughter will be tickled to death to wear them. They come in tan elk moccasin oxford, black and patent leather oxford, patent leather and white calf straps. High shoes in elk, white, tan and black. Sizes 8½ to 3, A to D.

—Downstairs at Ayres.



Saturday! A Complete Assortment of
Boys' "Model" Shirts
79c Each

This is the finest assortment of boys' Model shirts we've ever had. You'll find every color, plain or fancy patterns, he has been asking for. Fast color and full cut for extra wear. White, tan, blue, green and all kinds of fancies. Sizes 8 to 14½.

—Downstairs at Ayres.

Boys' Better Knickers, \$1.79

New spring styles in knickers for sturdy boys. Cashmeres and tweeds in tan, browns, greys and blue Cheviots. Full lined for long wear. Knit grip bottoms. Sizes 6 to 15.

AYRES ★ DOWNSTAIRS ★ STORE