

## Count the "Fashion Points" in these Windblown Hats!



1. Spring Flower Trimmed
2. Off-the-Face Softness
3. Modern Streamline
4. Smooth, Supple Lightweight, Comfortable Materials

We've got everything for spring in this group of certified hat fashions. It's a collection to make smart women restless in their old winter hat, and turn to spring with added zest and a bright outlook on life. Brims, off-the-face styles, sailors, breton sailors and baby bonnets get ahead to hypnotize you with their sweet flattery.

**\$1.98**

In These Spring Colors:

Navy  
Black  
Grey  
Powder Blue  
Beige  
Pink  
Yellow  
Aquatone  
Brown  
White



"Downstairs at Ayres Where Fashions Are Less Expensive"

## It's Suit Time

...and We Are Ready with New, Smart Suit Fashions at a "Slim Budget" Price!

**\$16.75**



Dozens of Two and Three-Piece Styles!

The breezy antics of the month of March are met by our new suits, made of tweed or wool fabrics. You'll find the trim, slim lines of the windblown silhouette well suited to you. And the colors, either navy, gold, grey and brownish mixtures have an outdoor tang that'll go to your head. They're trig and tailored in all the well bred traditions for spring wear.

The sooner you choose your new spring suit from these "blue bloods" of the fashion market, the smarter you'll look in the Easter parade and this spring.

—Downstairs at Ayres.

If You're **Fashion Minded** .... If You're **Budget-Minded** .... then Hurry to Ayres Downstairs Tomorrow to Choose from a Grand Assortment of New

## Easter Frocks

... Fashions to Take You from Dawn to Dawn... from Now till Summer

**\$7.95**

We've hundreds of new Easter frocks in the correct fashions for spring ... in women's and misses' sizes. Every fashion detail is represented ... every spring worthy color, even the very newest of the new is represented. Jacket frocks, plaid tops, navy with white, black with white and all the others that you've read about in the fashion magazines, are just 'a'waitin' for you and you. Hurry! Hurry! Easter is only 18 days away!

### Flattering Styles:

Daytime Frocks  
Afternoon Frocks  
Business Frocks  
Sunday Night Frocks  
Jacket Types  
Combinations  
Prints

### Materials:

Crepes  
Heavy Sheers  
Ribbed Sheers  
Cantons  
And many man made fabrics.

A—We like our navy with a touch of white pique. A jacket frock at \$7.95.

B—A coat dress of rose beige with quaint round striped collar, \$7.95.

C—A navy blue pencil stripe jacket frock with bright red top, \$7.95.

D—A redingote dress, the newest fashion. Navy wool coat, print dress. \$7.95.

E—It's NET results that count for fashion ... a pastel blue afternoon dress with pink and blue net sleeves, \$7.95.

—Downstairs at Ayres.



Dozens of Styles to Choose From!



**SILK Blouses** to "Go With" Your New Suit

It's "blouse 'em time" Downstairs at Ayres. Where you can find the correct, smart, new blouse to "go with" your new suit. A fine group of stripes in Mexican colors, beige, white, peach, cream, navy, dots, checks, plaids and aquamarine. Sizes 34 to 40. Others in Taffeta, Organdy and Linen.

—Downstairs at Ayres.

**\$1.98**

EACH

Only **\$2.50**

for this New **KABO** Combination of Lastex!



For smooth curve control try this KABO all-in-one garment that's made of genuine lastex with a Swami up-lift bust. It's a brand new creation that'll help give young figures or figures that like to look young the new silhouette spring 1934 demands. Small, medium and large sizes.

—Downstairs at Ayres.

For FASHION and COMFORT

*American Girl*  
**SILHOU-WELT SHOES**

As Light and Dainty as a Dancing Slipper!

Sturdy and Strong as a Walking Shoe!

**\$4.95**

It's going to be an exciting spring ... for spring shoes take the spotlight in the foot race for chic. You'll find this year demands a definite shoe for each costume and we know of no better shoe than our American Girl's. For style, for expert and lasting workmanship, for correct colors to "go with" each costume and for graceful lines ... smart women choose American Girl's every time. There's a shoe in dress, sports or business wear in this group ... get yours now for the Easter parade.

### Colors:

Black  
Brown  
Blue  
Gray  
Patent

### Styles:

Oxfords  
Pumps  
Straps  
Cuban Heels  
Hi Heels

Sizes 3 to 10. Widths AAAA to EEE

—Downstairs at Ayres.



**AYRES ★ DOWNSTAIRS ★ STORE**

FOR EASTER FASHIONS