

to Ayres Downstairs Tomorrow for

Hot Values and Smart New Fashions In a Great

Special Selling of New

EASTER FROCKS

Priced to Aid Slim Clothing Budgets!

\$ 4.95

Check These
"High Fashion"
Features:

Afternoon Frocks
Sunday Night Frocks
Street Frocks
Business Frocks
Jacket Frocks
Navy "and" . . .
Windblown Effects
Navy Prints
Polka Dots
Floral Prints
Scarf Sleeves
in black, navy
and brown.

Such smart spring fashions—and such glorious ones too! You'll weep with happiness at the gay, carefree Spring-worthy colors. The flattering necklines. The fascinating skirts. The newest and latest fabrics. The fashion details are carried out in the 1934 Spring manner. Shoulders are smooth and rounded. Sleeves are full and with stunning trims or are close fitting and streamline. Many of the details are inspired by medieval fashions. As for the quality and tailoring and price . . . they'll speak for themselves. Sizes for Women, Misses, Juniors!

Linen Trims
Pastels
Plaid Tops
Plain Skirts
with stripe top

Bold Stripe Sleeves
Pencil Stripes
Checks
Polka Dot Trims
Lace Trims

Border Prints
Organdie Trims
Taffeta Trims
Pique Trims
Ribbed Sheers

Crepes
Failles
Acetates
Cantons
Plain Sheers
—Downstairs at Ayres.



See Ayres
Downstairs
Store's Other
Ad on
Page 17

← The sooner you turn to navy the smarter you'll be. This size 16 in navy blue with diagonal white stripes is a stunner . . . \$4.95

We like our navy with a dash of white organdie to add freshness and smartness. A size 42 that's awfully flattering to its wearer . . . \$4.95

Here's a charming afternoon dress in rose beige with white organdie sleeve trim and a mass of flowers for fashion's sake. A size 19 at . . . \$4.95

A dash of flowers, a touch of bright red all on black with white print flavors up your spring wardrobe. A size 14 at . . . \$4.95

All eyes will follow this blue pastel with the dashing plaid taffeta rippling downward in windblown fashion. A size 19 at . . . \$4.95

Accessories
Are the Life
of Your Spring
Costume

Presto! Change-o! Like a magician's wand our accessories change your costume before your very eyes. Smart and thrifty women depend upon Ayres Downstairs exclusively for these gay deceivers at a price that aids their clothing budgets.

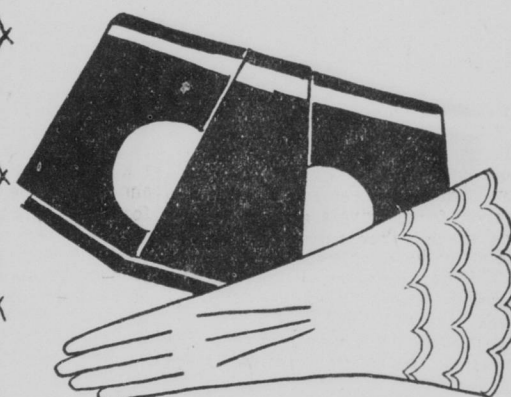


Lively Hats, \$1.00

New fashion headlines in all the zippy new colors for spring. Red, navy, gray, black, brown, etc. Brims, sailors, bretons, off-the-face's and turbans. Styles for women and misses.

Gleaming Neckwear, 50c

Bows and ascots and collars and cuffs. Bright and gay gingham plaids, snow white pique, organdie in pastels and white. Easy to launder and easy to change.



Handbags, \$1.00

You'll choose one of these handbag fashions everytime. Black, red, navy and brown colors in patent leather and simulated grains. Pouch or underarm styles in the latest models.

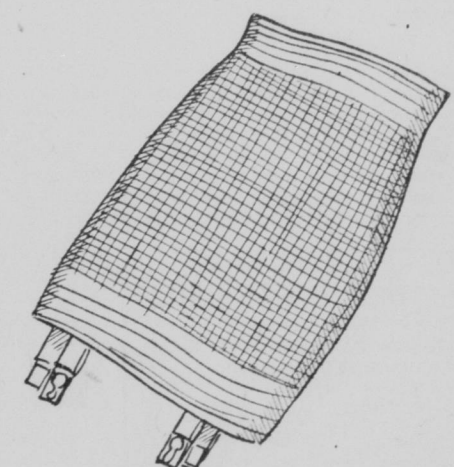
Fabric Gloves, 69c

Washable slippers in white or beige or navy. Slippers are still the favorite among women who know their glove fashions. Sizes 6 to 7½.



Vanity Shoes, \$2.95

Graceful lines that flatter the foot. Good leather that wears well. Black, brown, navy and grey colors to go with your costume. Pumps and straps, and ties. Sizes 3 to 9. Widths AAA to C.



Lastex Girdles, \$1.25

If you want to capture your lost streamline wear this 2-way stretch lastex garment that shapes your figure to the desired proportions. For the young figure. With plush lined garters.

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE