

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
Organie 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 or
gandise to add fresh-
ness and smartness. A
size 42 that's awfully
flattering to its
wearer . . . \$4.95

Here's a charming af-
ternoon dress in rose
beige with white or
gandise 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 taf-
feta rippling down-
ward in windblown
fashion. A size 19
at . . . \$4.95

Accessories
Are the Life
of Your Spring
Costume

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

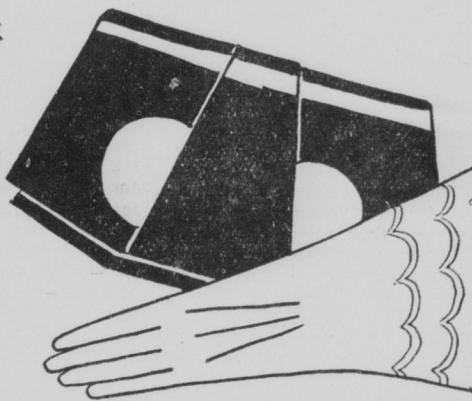


Lively Hats, \$1.00

New fashion headlines in all the zippy new
colors for spring. Red, navy, gray, black,
brown, etc. Brims, sailors, beretons, 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 fash-
ions everytime. Black, red, navy and brown
colors in patent leather and simulated
grains. Pouch or underarm styles in the
latest models.

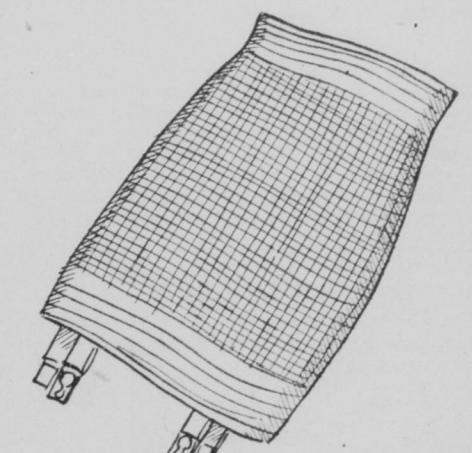
Fabric Gloves, 69c

Washable silpons in white or beige or navy.
Silpons are still the favorite among women
who know their glove fashions. Sizes 6
to 7 1/2.



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 cost-
ume. 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 pro-
portions. For the young figure. With plush
lined garters.

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE