

Specially Designed and Approved  
for the Woman Who Wants to Look Young!

**Betty Shaw**

"Youthful Mrs." Fashions

**\$7.98**

Perhaps you didn't know it... but you can choose an exclusive Betty Shaw dress in sizes 38 to 44 or 18½ to 24½. These dresses are specially designed for the woman who wears a "Youthful Mrs." size, and we recommend them highly because they're extremely flattering and youthful looking. You'll find they are new, advance fashions coming in the newest colors and with the newest details. Ready now and every day in the week.



1. A stunning new style in thistle or navy if you wish. Note the pleats in skirt and slenderizing waistline. Sizes 18½ to 24½.

2. Navy edged with white will give you that "fresh as a daisy" look. Note the pleated skirt and the cut out design in the sleeves and waist. Sizes 38 to 44.

Other New  
"Youthful Mrs."  
Spring Frocks  
**\$5.95-\$10.75**

A grand selection of the newest spring and Easter styles in sizes 38 to 52 and 16½ to 24½. Prints, navy, black, brown colors.

—Downstairs at Ayres.

## "On-the-Go" Sports Coats

Are  
Youthful . . . . . Feminine  
Pretty . . . . . Becoming  
Practical . . . . . Comfortable  
And Are as Colorful as Color!

**\$16.75**



A. The Classic  
Wraparound  
**\$16.75**

The practical California Wraparound in woolly fleece. Fully lined for warmth. In grey or tan. Size 16.



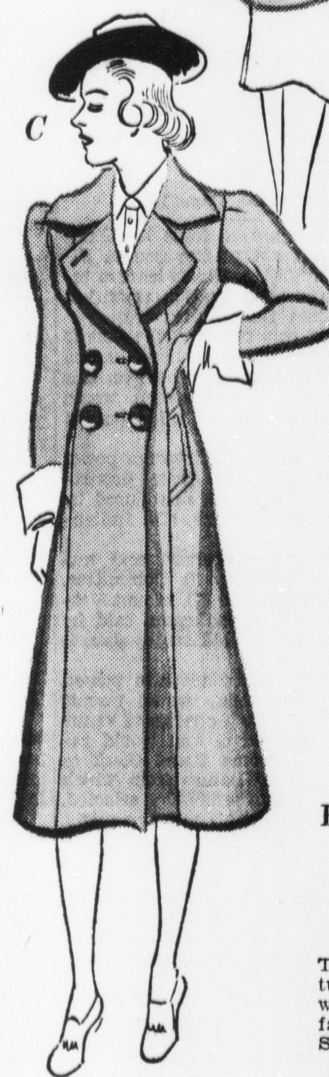
B. The Tweed  
Boxcoat  
**\$16.75**

Tweed boxy type swagger coat in bold plaid designs. This has the smart new tuxedo front. Size 12. Other sizes, too.



C. Double Breasted  
Sports Coat  
**\$16.75**

Gored back style with fitted waistline and a flare skirt. In warm fleece. Beige color. Size 18.



F. Full Length  
Swagger Coat  
**\$16.75**

The 3-button front, the tunnel collar and the soft warm fleece fabric are fashion news. In shrimp. Size 14.



D. The Fleece  
Topper  
**\$16.75**

A gored back type topper in wool fleece. For active or spectator sports this is the coat. Beige. Size 15.



E. The Ballerina  
Furred Coat  
**\$16.75**

The newest coat rage from New York to California. Vicuna collar. Gold, Shrimp, Green, Grey. Sizes 12 to 18.

—Downstairs  
at Ayres  
Where Correct  
Fashions Are  
Less Expensive!

All It Takes Is **\$2.00** To Make You Look Irresistible

In One of Our Smart  
"Youthful Mrs."  
Spring Hats



You'll look much younger in one of these "Youthful Mrs." spring hats. If you wear a pedaline straw . . . and if you like a brim or a turban then choose your new spring hat in Ayres Downstairs Store, especially if you wear head-sizes 22½ to 24. Choose a flattering new style in black, brown or navy.

Black Navy  
Brown 22½ to 24

—Downstairs at Ayres.

**Gabardine**

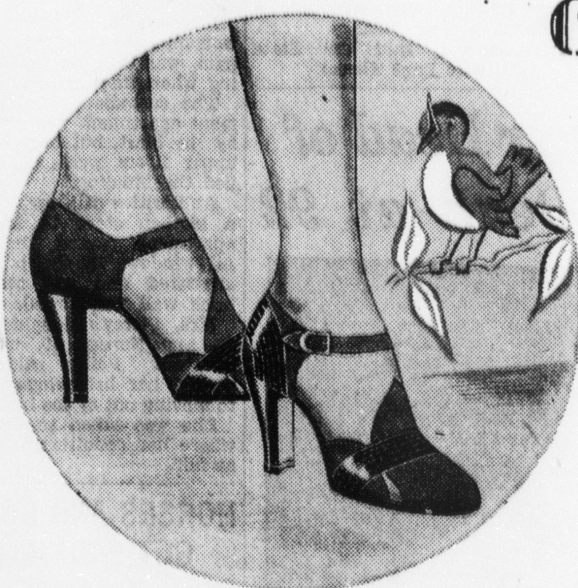
{ The First Fashion Fabric }  
{ Choice for Spring 1937! }

Tomorrow

We Bring You This "Top" Fashion in

**CORLISS  
Shoes**

**\$2.99**  
PAIR



Spring is early this year . . . it's time to step out in Gabardine Shoes. Because Gabardine is the "Hit" fabric for shoes this spring . . . it's light, cool and comfortable . . . and its dull look is a perfect background for contrast with patent leather or leather trims. We've a nice assortment of Gabardine shoes in your favorite style and color. Sizes 4 to 9.

—Downstairs at Ayres.



• Navy • Black  
• Tan • All Type  
• Brown Heels

**AYRES ☆ DOWNSTAIRS ☆ STORE**