



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 sleeve 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.

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.

"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.



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.

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.

—Downstairs
at Ayres
Where Correct
Fashions Are
Less Expensive!

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.



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

AYRES * DOWNSTAIRS * STORE