



Friday Only! A
Spring Sale of

New HATS

For
Only—

\$1.00

• Kelly
Green

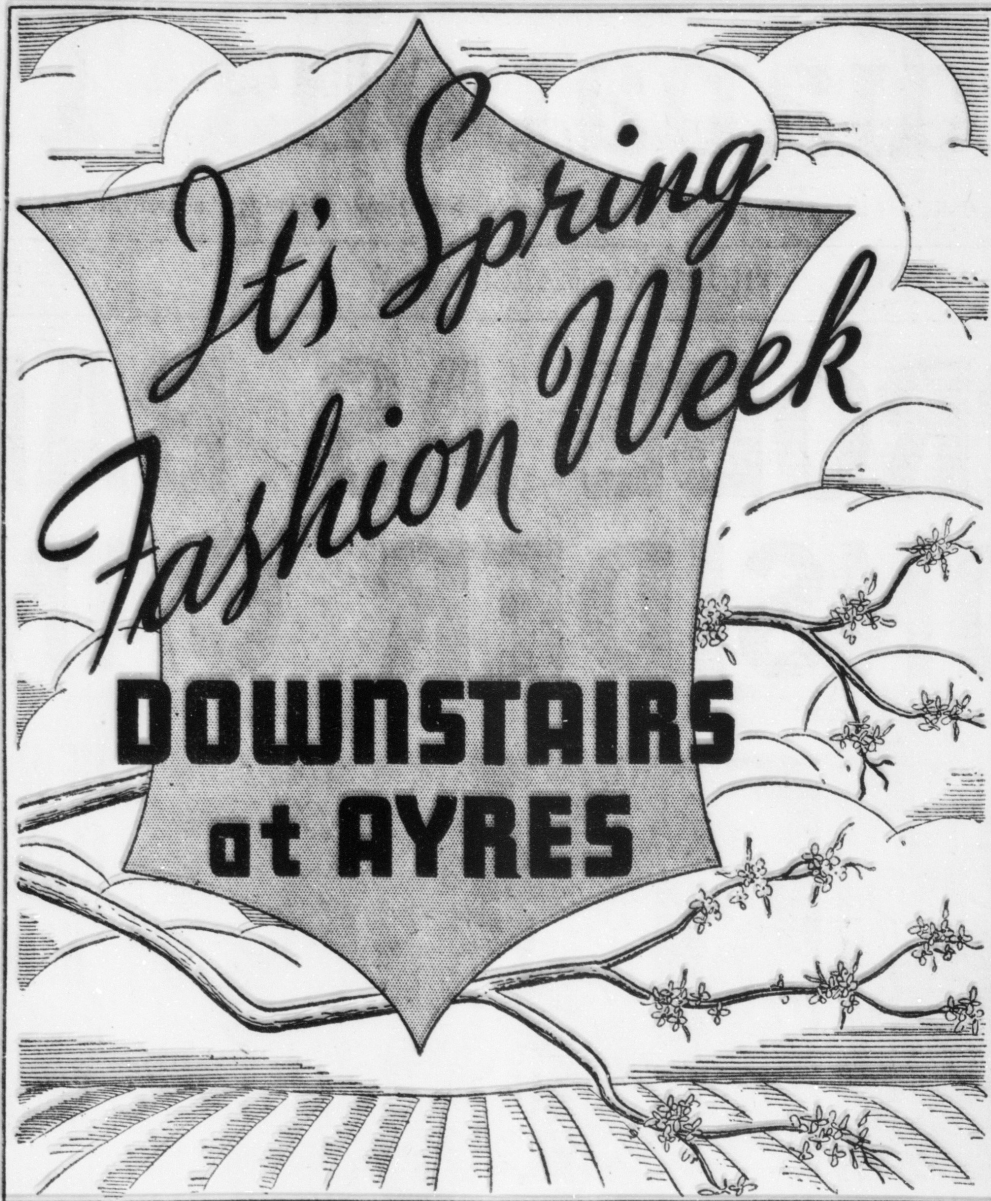
• Veil Trim
• Copen

• Flower Trim
• Ribbon Trim

• Straws
• Felts
• Black
• Navy
• Brown
• Beige
• Grey

Friday Only... a sale of important new Spring and Easter hat fashions. A sale that brings you the new fashion headlines, just when you want them. Choice of seven spring colors in brims, turbans, pill-boxes and off-the-face styles.

—Downstairs at Ayres.



... but, of course, every week is "Fashion Week" in Ayres Downstairs Store... however, all this week dame fashion is holding court for spring 1937! And we're showing you the new fashion picture as we see it... and have prepared for it! Right now when thoughts of the Easter Parade are uppermost in your mind, we present these colorful new spring styles... and although we're stressing fashion... we've also remembered QUALITY, VALUE and PRICE!

You can *RUSTLE* and *Swish*

In a Smoothfit
4-Gore Cut

Taffaswish

SLIP

\$1.00
EACH

"Taffaswish" slips are styled for spring and the new colors add a note of brightness to your spring costume. "Taffaswish" slips are practical, too, surviving many washings. The seams are reinforced and the straps are adjustable. The trim is dainty "Pico-etta."

• Dubonnet • Bottle Green
• Navy • Brown
• Black • Rust
• White • Tearose

Sizes 34 to 44 in Group!

★
Swing Panel

Cotton Slips

79c

Famous "Fruit of the Loom" cotton with the three-action stride cutting, California V top or built-up shoulder style. In white or tearose. Sizes 34 to 52 in group.

—Downstairs at Ayres.



"Youthful Mrs." Coats

Live Up to Our Code of Fashion and Quality—
and They're Considerate of Your Budget, Too!

\$19.75

Sizes:
38 to 50
18½ to 24½

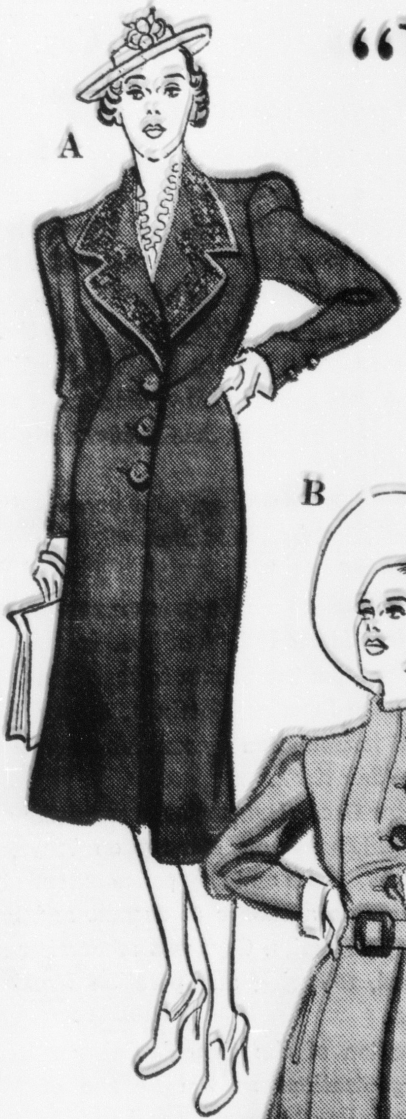
Here's all the news in "Youthful Mrs." sports coats and dress coats! There's a lot of excitement about their flattering new lines... the interesting new details... the wearable new colors... the lovely new fabrics. You'll look prettier and much younger in one of these new fashions... and you're sure to find just what you want in your size, 38 to 50 and 18½ to 24½!

A. The Navy Blue Dress Coat in a size 48. This is extremely youthful in line with the very feminine collar of soutache embroidery.

B. "Youthful Mrs." belted sports coat in barbour fleece. This comes in beige, the "hit" color for spring. A size 42.

C. "Youthful Mrs." "Rain-y-Shine" grey sports coat of twisted boucle tweed with Johnny collar. A size 42, smart for all occasions.

—Downstairs at Ayres.



\$16.75

Is All You Pay
for a

"Youthful Mrs."

Wardrobe Suit

... And We Have a Suitable Spring
Collection in "Youthful Mrs." Sizes!

Whichever way the fashion compass points this spring it's suits! For suits are all the news, and no fashion-wise women would do without one in her wardrobe... and especially the Easter Parade. We show here two typical types of wardrobe suits, easy to wear, smart and practicable, and they come in "Youthful Mrs." sizes.

D. The semi-fitted sport coat suit in brown monotone wool. Smart stitched collar, slash pockets, pleated back. Size 44.

E. The wool swaggar coat suit in navy. The peaked lapels, the novelty buttons and the tricky pockets are new. Size 37.

—Downstairs at Ayres.

Get Into Something New! Smart Spring Dresses

Name Your Style! Name Your Color! Name
Your Size! You'll Find It in This Impressive
New Collection of the Very Newest Fashions!

\$3.98

Get into something new... you'll feel better and look much prettier! This "fashion at a price" group of smart new spring dresses offers all the really important new fashions, right when you want them. Redingotes, boleros, prints, plain colors, capes, and the new high shades. Styles for women, misses and the junior-miss.

—Downstairs at Ayres.



Sizes:
11 to 17
14 to 20
38 to 52

✓ The Comfort Features!
✓ The Style Features!
✓ The LOW Price!

Put Them All Together and You've Got

CORLISS Tarsal Arch Shoes

\$2.99
PAIR



Teachers, saleswomen, nurses and women in all walks of life wear "Corliss" Tarsal Arch shoes because they can't afford not to! They're smart, 14 different styles. They're comfortable because the metatarsal arch button of live rubber gently massages the ball of the foot. They are low priced because 20 of America's leading stores pool their buying power to make this value possible. Sizes 4 to 9, widths AAA to C.

—Downstairs at Ayres.