



Friday Only! A Spring Sale of

## New HATS

For Only—

**\$1.00**

• Kelly Green

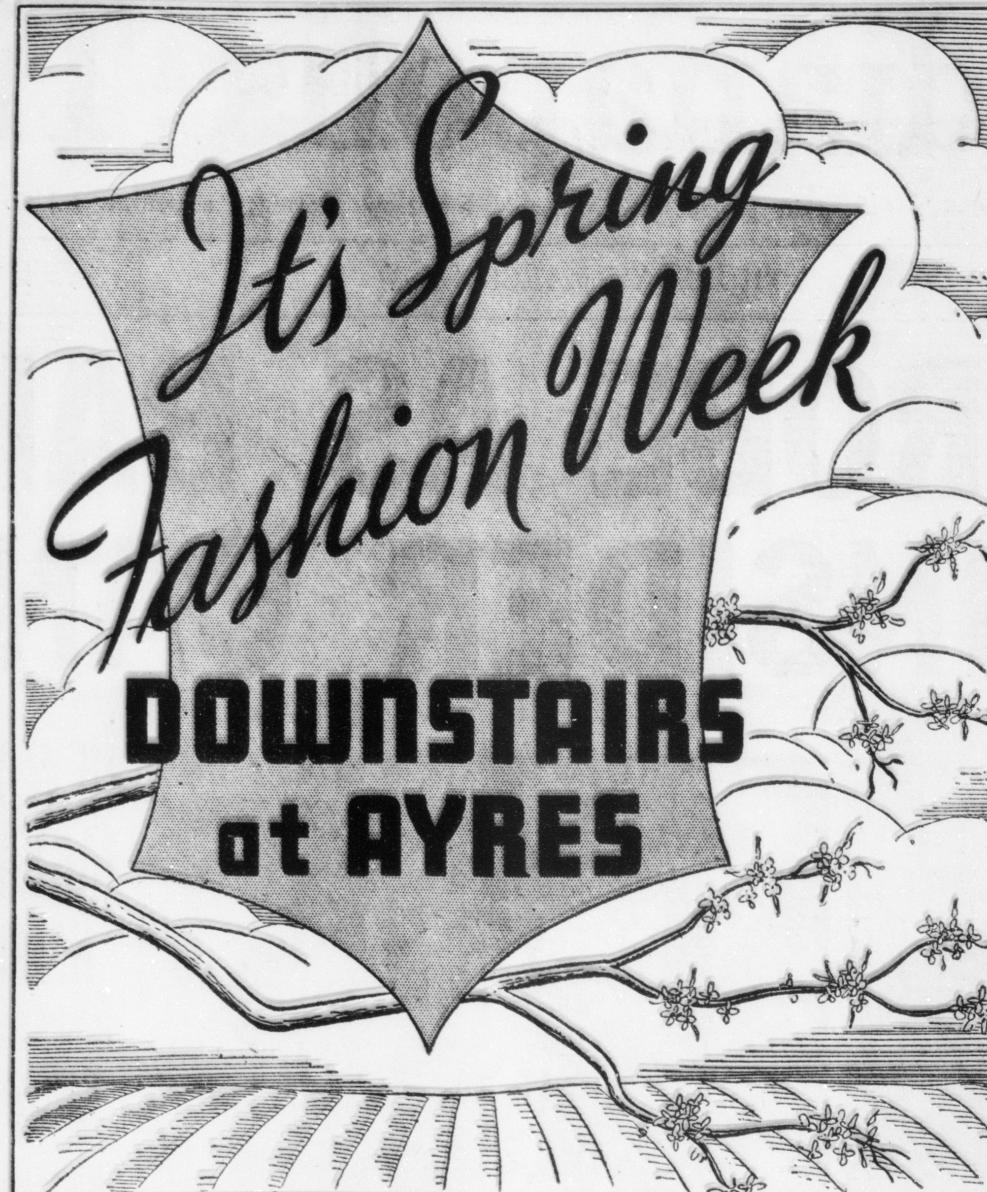
• Veil Trim  
• Copen

• 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 headliners, 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

*taffawish*  
**SLIP**  
**\$1.00**  
EACH

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

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

Sizes 34 to 44 in Group!

★  
Swing Panel

**Cotton Slips**  
**79c**  
Famous "Fruit of the Loom" cotton with the Keweenaw stripe opening. California style, built-up shoulder style. In white or tearose. Sizes 34 to 52 in group.

—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.



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.

**\$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 34.

E. The wool swagger coat suit in navy. The novelty buttons and the tricky pockets are new. Size 37.

—Downstairs at Ayres.

