

AYRES DOWNSTAIRS STORE



Mix or Match Your
Spring Accessories

Handbags — \$1.79

Lighten, brighten your Spring costumes with a blaze of color. Choose for instance, soft, shirred rayon camel suede handbags in pouches, underarm or top-handle styles. Kelly green, turf tan, American Beauty, black, red or gold.

Gloves — \$1.00

And then choose gloves to match or contrast with your handbags. They're in soft, washable rayon fabrics in ice pink, turf tan, gold, red, white, dahlia, navy and beige.

—Downstairs at AYRES



Porcelain-Pretty Neckwear

Incredibly flattering, incredibly becoming frilly neckwear to transform you and your purposeful costumes into something as pretty, as fragile looking as porcelain! Fashioned of rayon, pique or lovely lace made delicate with embroidery.

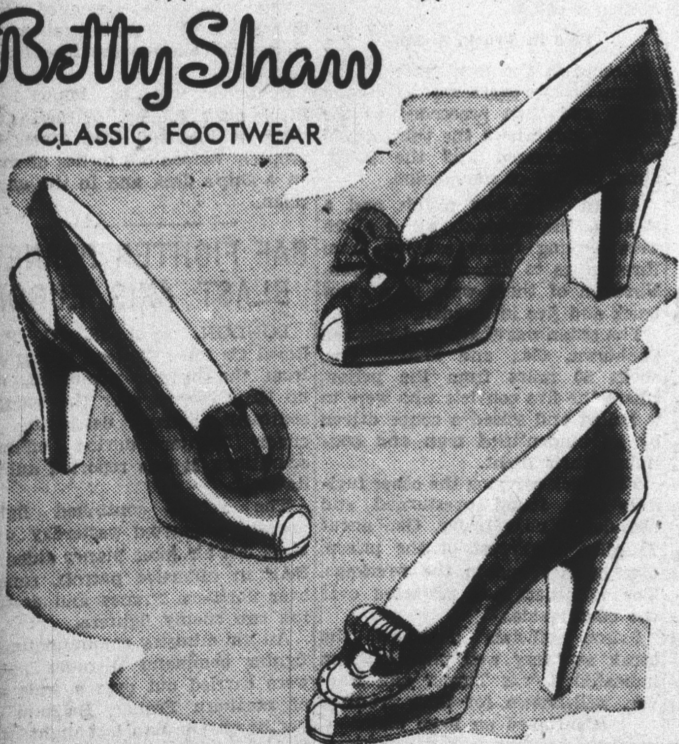
\$1.00

Other Dickeys and Collars, 59c to \$2.00

—Neckwear Department, Downstairs at AYRES

Betty Shaw

CLASSIC FOOTWEAR



PATENT

Reflects Fashion
at Her Spring-Best

In Our Exclusive
BETTY SHAW
Classic Footwear — \$5.95

QUALITY is built into every smooth flowing line of these new spring "BETTY SHAW" shoes! Enduring quality that matches the enduring fashion-rightness of black PATENT! There are many lovely styles to choose from in Betty Shaw black patents... a leather that you can wear with so many different costumes... for dress or daytime wear... and in any season! Good fitting shoes, in medium and high heels. Sizes 4½ to 9, AAAA to B in the group.

—Downstairs at AYRES



Beauty Is the Theme for Easter

... and All Through the Summer!

Straws! Felts! Fabrics!

Come in and see our beautiful, beautiful hats! Big hats, little hats, medium size hats... breath-taking, eye-catching and beau-catching hats... magic for Easter and all through the Summer! In a gay collection designed to make you beautiful, to add glamour to your costume! We have a variety of bewitching and becoming styles, and inspired colors in enchanting straws, felts and fabrics!

—Downstairs at AYRES

\$3



A beautifully tailored shirt of fine quality rayon gabardine with yoke back, short sleeves, matched color pearl buttons. White and colors. Sizes 12 to 18..... \$2.25



A demure little blouse with a tucked front, button back and Peter Pan collar. In white or pink heavy, washable rayon crepe. Sizes 32 to 38..... \$3.00



A frankly feminine Fruit of the Loom blouse of a dainty sheer rayon. A frilly and lovely lace trimmed jabot adds importance to its round neck. White only. \$2.25

The Lady In the BLOUSE! Dramatic Successes In Rayon

\$3.00

With or without your suit jacket, these are the most delectable, the most dramatic blouses that ever teamed up with a skirt or suit! In wearable, washable rayons, they're beautifully tailored, finely detailed and just as becoming as they are beautiful!

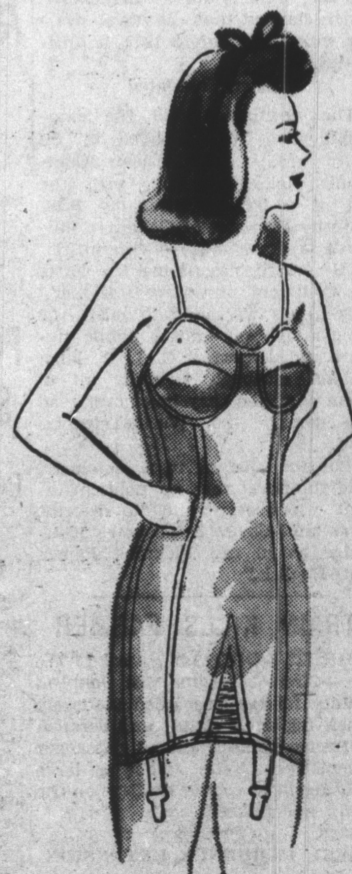
—Sportswear Department, Downstairs at AYRES

\$2.25

KABO Designs for Juniors!

Boneless
Foundations

\$6 and
\$7.50



This ingenious little boneless foundation garment is planned to give you figure control without uncomfortable restraint! Kabo cuts it for perfect fit, designs it to give you necessary support and slim, trim lines during these busy days! Sizes 32 to 40. Rayon batiste, \$6.00; rayon satin, \$7.50

Saturday—The Last Day!

Miss Edith A. Swanson, Kabo representative, will be in our Corset Department Saturday to introduce the new Spring line of Kabo foundations, and to help you with your figure problems.