

AYRES' DOWNSTAIRS STORE

Special Purchase from a LEADING MANUFACTURER

300 Only! Adorable Season-New WOMEN'S DRESSES

Slimming Sizes 18½ up to 24½

SPUN RAYONS! RAYON FRENCH CREPES! RAYON SHEERS!
PRETTY PRINTS! DASHING POLKA DOTS! MONOTONES!
TYLED FOR NOW—RIGHT INTO SUMMER!

AT ONE VALENTINE'S DAY PRICE

\$5

Our buyer was really on her toes when she found this unusual value, and we're happy to pass the saving on to you! Lovely materials fashioned into youthful styles to wear now and into summer . . . monotypes, polka dots and prints, priced just right to fit your budget!

FASHION DRESSES—Downstairs at AYRES'



Button-to-the-hem
shirtwaist dress in
grey, aqua and peach
polka dot spun rayon,
sizes 18½ to 24½.
\$5.

Round shirred neckline . . . floral printed rayon sheer in powder blue, green, lime and luggage.
Sizes 18½ to 24½.
\$5.

Easter Finery

Rayon French crepe
with shirred bodice
and self trim flower.
Blue, rose and lime.
Sizes 18½ to 24½.
\$5.

Dainty floral printed
rayon French crepe
with peplum front
and white lace collar.
Luggage, navy and
powder blue. Sizes
18½ to 24½.
\$5.



Fine Tailored
Long and Short Coats
\$25

Boxy coat with boxy
lines, back pleat, and
three-button trim.
In suede and coat
cloth. Sizes 10 to 20.
\$25.



The name "Jean Harper" means tops in coats . . . whether long or short. Each cut from beautiful all-wool fabrics, with careful attention to every detail. Their distinctive styles will please the most discriminating girl. Aqua, black, toast and grey in the group. Sizes 9 to 17, 10 to 20.

Use Our Convenient Layaway Plan
FASHION COATS—Downstairs at AYRES'

Brief shortie with
swing back and cut-
away front. Suede
cloth only, sizes 18
to 16.
\$25.

Modern Ayre
T-strap sandal
with open toe and
heel, in black patent
only. Sizes 4 to 9, AA-B.
\$6.95

\$6.95

Famous Names
In Spring Shoes

\$6.95

See our foot-flattering selection of shoes
by makers famous for style and quality.
Many colors and materials combined to
make the shoe that's right for your
Spring.

FASHION SHOES—Downstairs at AYRES'

\$3.00

Shiny Cellophane Straws

Oh, how fetching are these saucy, glossy straws! Eyes
will go straight to your head, rest on the perky bows,
praise the delicate veiling. In black, brown, navy, red
and white.

FASHION MILLINERY—Downstairs at AYRES'

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