

L. S. Ayres & Co.

Crisp Young Straus 3.95

Two with the fresh, gay look of Spring! A daisy trimmed roller... a be-ribboned open crown capulet. Brown, black, navy, coffee, grey, aqua, pink, mauve, natural, red and Victorian green included.

Hat Box, Street Floor



White Cotton Blouses, by Debercraft 5.95

Demure and feminine—the sheer batiste with embroidery trimmed jabot; trim and tailored—the long sleeved jacquard broadcloth. Both crisp and fresh as spring itself! Sizes 32 to 38.

Neckwear, Street Floor



49.95



35.00

CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9:00 TO 5:25



Black suede with patent platform, 10.95



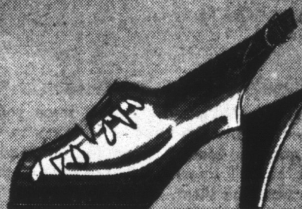
Black patent, black and blue calf, 11.95



Black, brown and navy suede, 10.95



Navy and black calf, 11.95



Black patent, 11.95

Pretty... and oh, so comfortable!

Our Famous Gold Cross Shoes 10.95 - 11.95

So trim, so dainty, so very, very pretty... just made for spring and you! Our famous Gold Cross exclusives... fashioned with a new and charming look, designed for your constant comfort.

Shoes, Second Floor

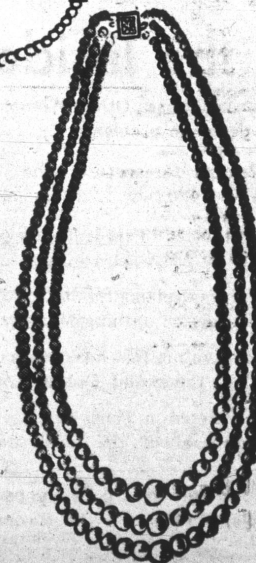
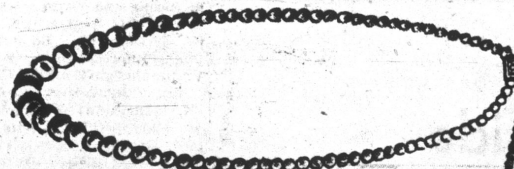


Simulated Pearls in Spring Pastels 1.00*

Such a pretty contrast with navy! Such a beautiful blend with the lighter, lovelier accessory shades you're wearing this spring! Pink or blue in one, two or three strands, with filigree white metal clasps.

*Plus 20% Tax

Costume Jewelry, Street Floor



New Spring Coats... fashion-right, budget-right!

Two wonderful ways to coat yourself for spring! One is brief and flaring, young and gay... the other, fitted princess fashion, finished with a capelet. Both are beautiful and beguiling as spring itself!

49.95

35.00

Coat Department, Fifth Floor

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Mrs. John Ewal
Miss Helen G. I
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George E. Katze
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good looking
and smart—

The price for
supreme bit
of rainwear is
easy-going

6.50

SHOPS FOR
YOUNG MEN—
FOURTH FLOO

L. STRAUSS

THE MAN'S