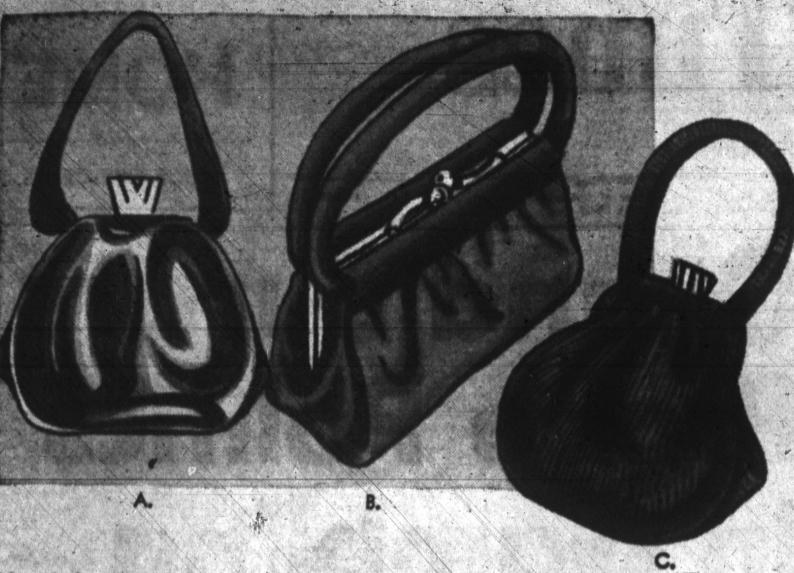


L. S. Ayres &amp; Co.



Many Styles . . . Many Colors . . .

## New Spring HANDBAGS

3.00\*

Rayon failles, gleaming patent leathers, soft plastic calf! Sketched are three from a wide and exciting assortment . . . any one a very welcome Valentine gift!

\*Plus 20% tax

A. Black, brown or navy rayon faille.

B. Black patent leather.

C. Black, brown, navy, red or green plastic calf.

Ayres' Handbags, Street Floor

Here's Our Newest News In Cottons . . . Crinoline Cordé

By Linsk of California . . .

12.95

Feminine as a wink—and just as captivating! Port little spring-into-summer dresses of silky-smooth cotton broadcloth—generously frosted with rows of Crinoline Cordé braid. See them pictured in "Seventeen" magazine . . . see them "in person" in

Ayres' Collegienne Shop, Second Floor

Blue, lilac, grey, maize and dark green included

Collegienne Sizes 9 to 15



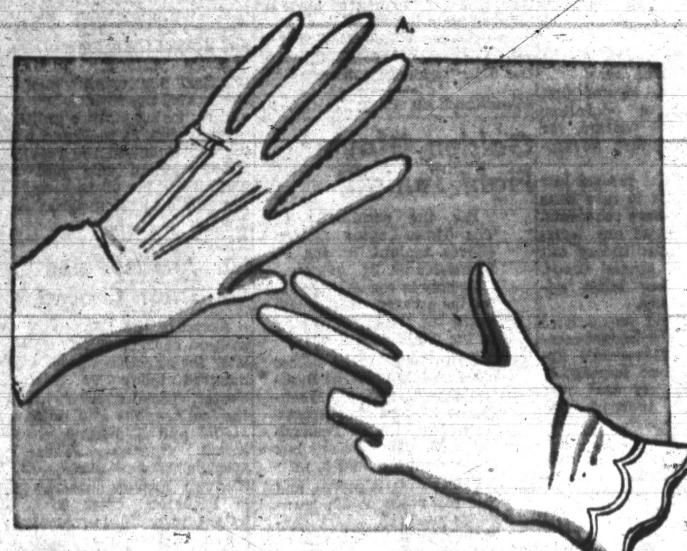
So Pretty . . . So Practical . . .

## Felice Daytime Sheer Nylons!

1.15 a pair for 3.30

A Valentine gift she'll really appreciate—and wear all through the spring! 30 denier, 45 gauge full fashioned nylons in a brand new assortment of fresh spring colors! Sizes 8 1/2 to 10 1/2.

Ayres' Hosiery Street Floor



"So Dear to My Heart"

## Amersuede Gloves, by Van Raalte

1.50 and 2.00

Classic pullons . . . clever novelty style gloves in a variety of new spring colors, carefully detailed of soft Amersuede rayon. White, black, navy, sand, tan, balenciaga, grey, green, aqua and pink included.

A. 2.00

B. 1.50 (also in long length of 1.75)

Ayres' Gloves, Street Floor

"From the book, "So Dear to My Heart"

by Sterling North, published by Doubleday and Co.

## Mood-Matchers in Straw

7.95

Winsome rocker bonnet—sealor with a roguish feather, from our Meridian Shop collection, in assorted straws. Pink, emerald green, coffee, wheat, black, navy, brown and grey included.

Ayres' Meridian Shops, Second Floor