

AYRES' DOWNSTAIRS STORE

WHAT
Saves You Money?

SUBSTANDARDS OF

PATENTED

WONDERBAND

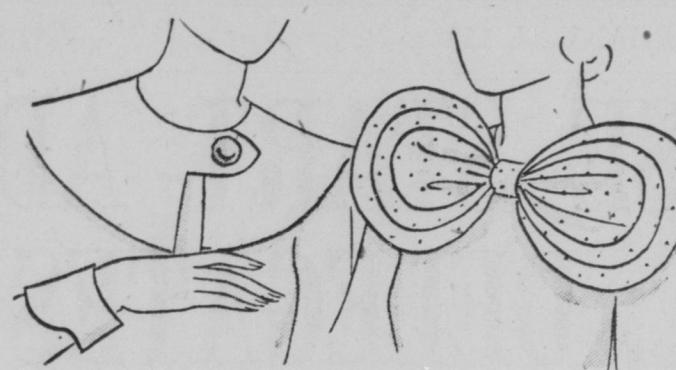


There's a Feminine, Dress-Like Air in the Fit and Details of Our

Spring Coats
\$16.75

These beautiful new coats follow the fashion for keeping spring clothes essentially feminine-looking! They are fitted on natural lines. They have such feminine details as sleeve fullness, scarfs, capes, and touches of fur. Many are so soft in detail that they look like dresses! And here's an ECONOMY NOTE: Many have detachable scarfs, and capes which can be substituted for other accessories. In sizes for misses, women and juniors,

—Downstairs at Ayres.



New Neckwear

Helps Make One Dress Do the Work of Two or Three!

It's so easy to make one simple dress look like a different one each time you wear it! A change of neckwear is the secret! Pique collars and cuffs! Crisp organdy bows! Rayon satin bows! Organdy flowers.—Downstairs at Ayres.

59c

WHAT
Heads Off a Run?

SUBSTANDARDS OF

PATENTED

WONDERBAND

New Butterfly Sweaters
In Dainty, Lacey Weaves

\$1.98



The Sportswear hit-of-the-season is the gorgeous new Butterfly sweaters! Made with new high necklines and waist-deep butterfly sleeves. In a dazzling assortment of smart styles and gay color combinations. Sizes 34 to 40.

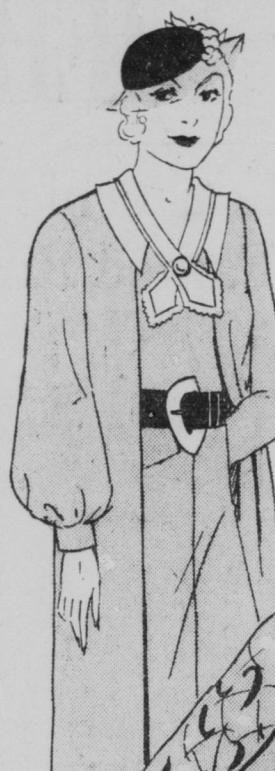
New Wool Skirts
\$1.98

A complete assortment of new, all-wool skirts in the popular "Cow-Boy" style (sketched above), new jumper skirts, the new trouser skirt, and other smart sports styles. In black, brown, gray, navy, etc. Sizes 26 to 32.

—Downstairs at Ayres.

These New Clean-Cut Fashions for Spring

Look Wide-Awake and Ready-for-Action!



Other Lovely Spring Frocks

\$5.00

\$7.95

MATERIALS:
—Rough Crepes
—Heavy Sheers
—Gay Prints
—Print-and-Plain

SIZES:
—Juniors, 13 to 17.
—Misses, 14 to 20.
—Women's, 38 to 48.

—Downstairs at Ayres.

The silhouettes for Spring 1933 are certainly different! They're clearly outlined! Their details are simple and definite—with a "scrubbed-clean" look!

These wide-awake silhouettes are in three distinctive types—and you'll find them all in Ayres' Downstairs Store: (1) Square-shouldered, straight skirted. (2) Feminine, rounded shoulder, with flared skirt. (3) The free-and-easy mannikin swagger type.

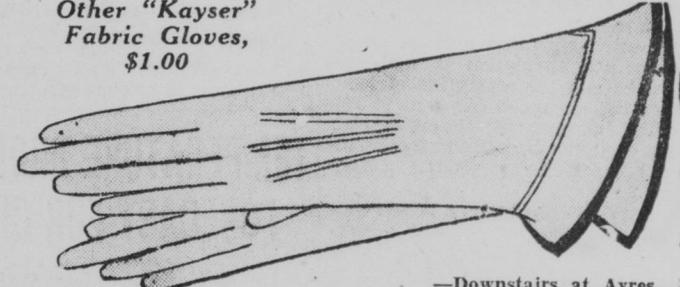


"Kayser" Gloves
of Washable Chamoisette

59c

Now you can buy genuine "KAYSER" gloves in Ayres' Downstairs Store! Offered in a wide assortment of smart new spring styles—both cuff and pull-on models. They are made of beautiful washable fabric chamoisette. Wanted colors. Sizes 6 to 8.

Other "Kayser"
Fabric Gloves,
\$1.00



—Downstairs at Ayres.

WHAT
Protects Beauty?

SUBSTANDARDS OF

PATENTED
WONDERBAND



TOMORROW!

Ayres' Downstairs Store
Is Privileged to Present...
Substandards of

PATENTED

WONDERBAND

CHIFFON HOSIERY

50c

60c

Four-thread, 45-gauge chiffon stocking that is sheer enough for beauty—and sturdy enough to stand lots of punishment. Besides the Wonder Band it has the Wonder Toe and Wonder Heel!

An exquisitely sheer 3-thread, 48-gauge stocking made of genuine Grenine silk yarns. Its beauty is protected by Wonder Band, Wonder Toe and Wonder Heel!

80c

WONDER BAND
Is Exclusive With
L. S. Ayres & Co.
—FIRST QUALITY on
the Street Floor!
—SUBSTANDARDS in the
Downstairs Store!



NEW SPRING SHOES
That Give You Smart Fashion and Extra VALUE—Low Priced!

—PUMPS
—TIES
—OXFORDS
—SANDALS

\$1.95

—KIDSKIN
—SNAKE*
—PIGSKIN*
*Simulated

This is an entirely new line of shoes—offering the very finest QUALITY and VALUE obtainable to sell at this new low price! Every Pair is exceptionally well made—of good solid materials—and offers the utmost in correct fashion. There are both high and Cuban heels. Offered in black, blue, gray, brown, or parchment. Sizes 4 to 9—AA to C.

—Downstairs at Ayres.