

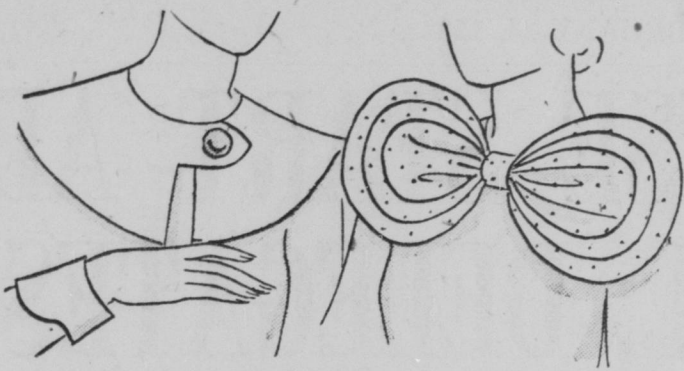
AYRES' DOWNSTAIRS STORE

**WHAT
Saves You Money?**

SUBSTANDARDS OF

PATENTED

WONDER BAND



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

WONDER BAND

**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!**

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 mannish swag-type.

\$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.

**Other Lovely
Spring Frocks
\$5.00**



*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.

**WHAT
Protects Beauty?**

SUBSTANDARDS OF

PATENTED

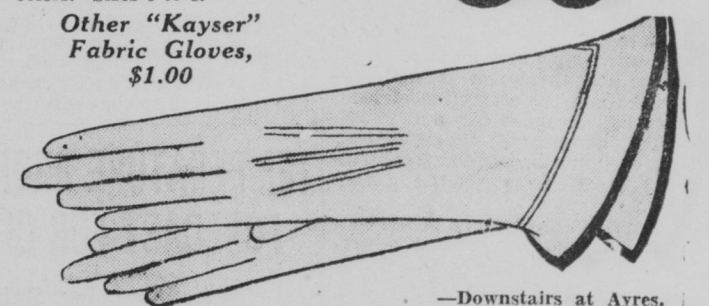
WONDER BAND

"Kayser" Gloves
of Washable Chamoisette

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 chamoisettes. Wanted colors. Sizes 6 to 8.

Other "Kayser"
Fabric Gloves,
\$1.00

59c



—Downstairs at Ayres.

**Our Week-End Sale of
Fine Sample Hats**
Saves You One-Half to Two-Thirds

—BLACK
—BROWN
—NAVY
—BEIGE
—GRAY

\$2.00

—POLO BLUE
—HYACINTH
—NEW REDS
—GOLD
—GREEN

Each week a famous maker of exclusive millinery sends us a new shipment of his newest workroom samples—distinctive models that sell regularly in smart shops for two to three times our sale price! There are sailors, new brims, turbans, beret types, to choose from. Come in early tomorrow and take advantage of this wonderful opportunity! All headsizes! —Downstairs at Ayres.



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.



TOMORROW!

*Ayres' Downstairs Store
Is Privileged to Present...*

Substandards of

PATENTED

WONDER BAND

CHIFFON HOSIERY

50c

60c

Four-thread, 45-gauge chit-fon 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!

Either three-thread or four-thread—both of 48-gauge construction! Both have a lacey stripe just below the Wonder Band. Both have the "dollar saving" Wonder Toe and Wonder Heel!

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

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

