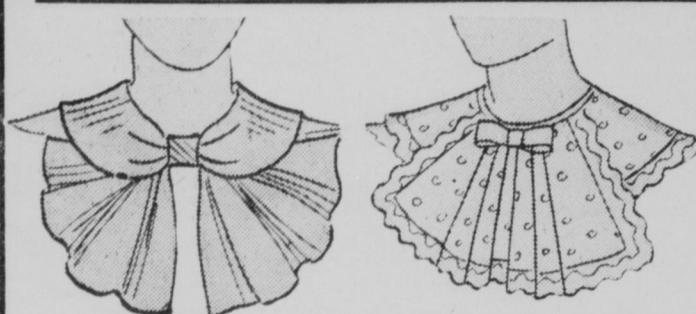


AYRES' DOWNSTAIRS STORE

Obey That "Urge" for New Dress Accessories!



This Fashionable New NECKWEAR

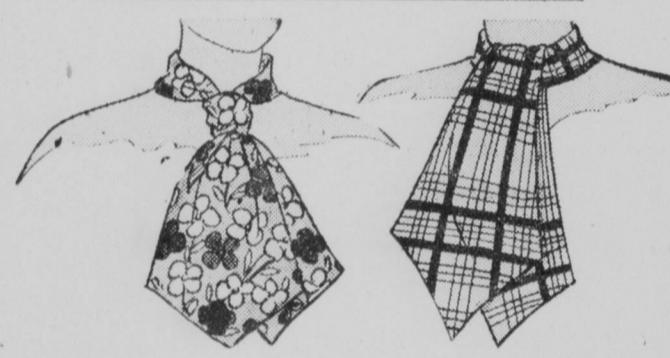
Is Both Feminine and Demurely Old-Fashioned

89c

A few changes of this beautiful neckwear will make "many dresses out of one"—and it's the easiest way we know to attain that fashionable "fresh-from-the-bandbox" look! In the sensationally popular yellow pique—or crisp white organdie. Collars, jabots, frills, etc.

Other Crisp New Neckwear, 50c

—Downstairs at Ayres.



These Gay Scarfs

... Add Smart Contrast to Dark Colored Coats or Dresses

\$1.00

There's an infinite variety of scarfs to choose from at this popular price! A scarf for every mood! A different scarf for each suit, coat or dress! There are the brand new sportswear cravats in gay prints—taffeta accents in stripes and plaids—and the "old standby," the reefer that can be tied in so many delightful ways!

Other Beautiful Scarfs at 59c

—Downstairs at Ayres.



In the Easter Parade You'll See

DRESSES

With Jackets, Capes, or a Bit of Accenting White

Such as These at— **\$5.95**

If you are in doubt about what kind of dress to choose for Easter—make it a JACKET FROCK, or a dress with some kind of cape! Never have these types been so ultra fashionable—and never have they been offered in so many different variations. If you don't care for jackets, then pick a frock with lots of white accent. They vary from a crisp white jabot to an entire yoke and sleeve of white. Sizes for juniors, misses and women.

—Downstairs at Ayres.

AYRES' Downstairs Store is completely ready with beautiful new Dress Accessories... to add the final master-touch to your new Easter ensemble! Choose gloves, handbag, shoes and hat to match each other... and to contrast with your coat! And here's a "hot" tip! If you are planning to make your old coat, suit or dress "do for Easter"—pep it up with new neckwear or a new scarf! Choose tomorrow, while there is still time to be leisurely in your selection! Doors open at 9 A. M.



\$1.98

—Downstairs at Ayres.

—Avy Blue —Powder Blue
—Black —Eleanor Blue
—White —New Greens
—Gray —New Reds
—Beige —Brown

Easter Shoe Fashions

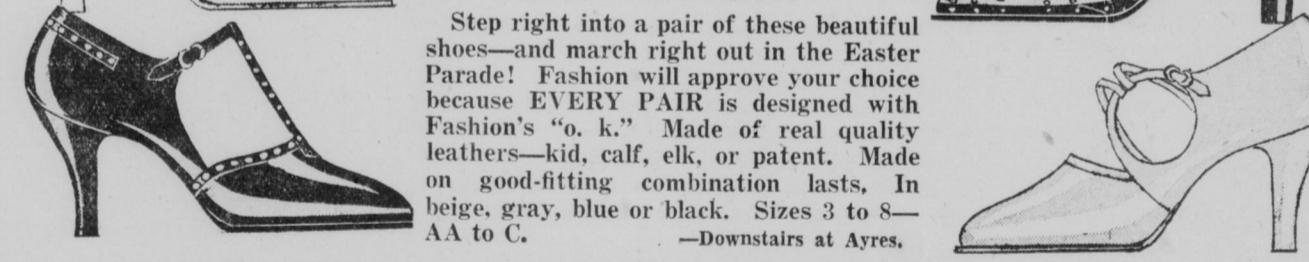
At a Price That Budgets Can Understand . . .

\$1.95
Pair

—NEW EYELET TIES
—PERFORATED T-STRAPS
—NEW SPORTS OXFORDS
—DAINTY NEW PUMPS

Step right into pair of these beautiful shoes—and march right out in the Easter Parade! Fashion will approve your choice because EVERY PAIR is designed with Fashion's "o. k." Made of real quality leathers—kid, calf, elk, or patent. Made on good-fitting combination lasts. In beige, gray, blue or black. Sizes 3 to 8—AA to C.

—Downstairs at Ayres.



\$2.00

KABO-ETTE is that popular new foundation garment that all the young moderns are so "wild" about! It is designed for youngsters and little women who have been wearing garter belts, hip confiners, etc.—instead of a real foundation! KABO-ETTE moulds the figure into one smooth, unbroken line that assures perfect fitting dresses. They are made of two-way stretch LASTEX, and are guaranteed "skid-proof." Perfectly comfortable for active women!

—Downstairs at Ayres.

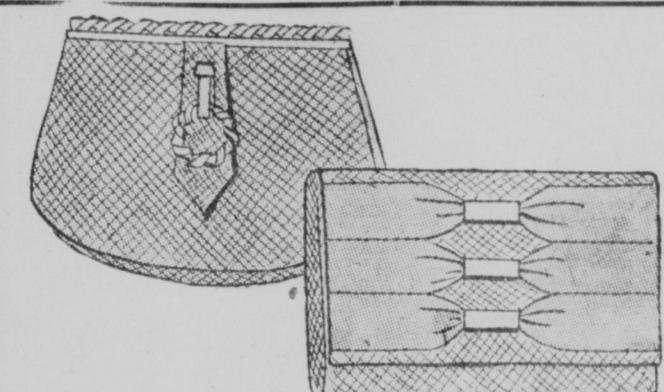
SUBSTANDARDS of
REAL SILK
DeLuxe Hosiery
2 Pairs 80c
1 PAIR, 45c

DON'T take chances on Easter! Choose Real Silk DeLuxe hosiery—a BEAUTIFUL STOCKING to begin with—and more likely to STAY beautiful because it is protected at every point by TEN VALIANT GUARDSMEN. Remember: First qualities of these fine hose sell for \$1.35 and \$1.75 a pair... which makes our SUBSTANDARDS (at 2 pairs for 80c) the finest hosiery value in the world. Here are the . . .

10 Exclusive Features:

1. 100% FRESH SILK!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple-Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Grenine-Sealed Silk Yarn!
9. TWO-Way Run-Stop!
10. Positive, Heel-Guard!

—Downstairs at Ayres.



New Handbags

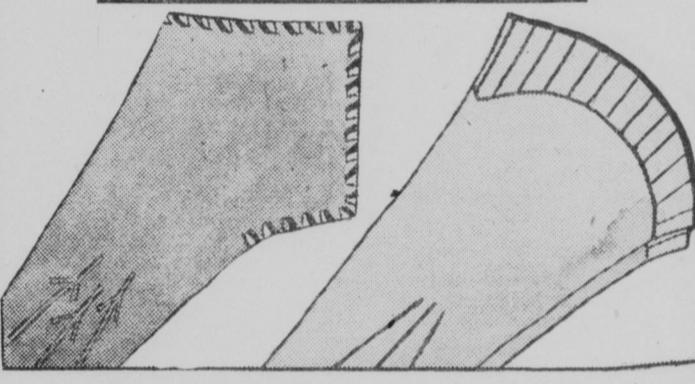
... to Match or Contrast With Your Easter Coat!

\$1.00

Consider TWO things when you choose your new Easter handbag: (1) A color to match your other accessories. (2) It should have a touch of GLEAMING METAL! A brand new assortment has just arrived . . . pouches, envelopes, underarm—in new designs—in beautiful simulated pigskin, patent, reptiles, etc. In a complete assortment of wanted colors.

Others at 79c

—Downstairs at Ayres.



These New Washable Fabric Gloves

Makes You Look "Smartly Fresh"

\$1.00 Pair

You'll find that GLOVES are the very smartest contrast for many costumes! Gloves in WHITE, or beige tones! And if you are wise, you'll choose these famous KAYSER washable fabric gloves—in a lovely assortment of novelty and plain slip-on styles.

Other "KAYSER" Gloves at 59c Pr.

—Downstairs at Ayres.



Play Safe! Choose One of These

COATS

With Detachable Furred Cape or Scarf—At Only . . .

\$10.00

Don't let the weatherman "trick" you on Easter! Choose a coat that looks equally well with or without its cape or scarf. Of course, if it is COLD you'll want to "bundle up"—or if the sun is shining you can substitute a gay silk scarf for the heavy accessories. Also lots of masculine looking sports coats to choose from at this price—gorgeous tweeds, polo coats, etc. In sizes for women, misses and juniors.

—Downstairs at Ayres.

A Complete Department Store on One Floor—Downstairs at Ayres