

It's "Spring Fashion Week"

Downstairs at AYRES



"PATTY PRIM" Coats \$5.98

Miss 7 to 14 falls in love with Patty Prim styles as soon as she tries them on. Novelty tweeds, suede cloth and novelty weaves that look very becoming. Collar, belt, button and pocket trims make them simply adorable. Raglan shoulders. Some have beret and purse to match.

Girls' Wash Frocks \$1.19

Sheers, prints, organdies in smart colors and combinations. Puff sleeves, sleeveless styles, capelets are just a few of the elegant styles. And of course they're trimmed with all the latest details.

—Downstairs at Ayres.



Mothers! We Guarantee the Soles on Children's

"Tri-Tan" Shoes

\$2.29



Guaranteed soles to outwear the uppers! That's the story on these sturdily built children's shoes. They come in tan elk moccasin, black and patent leather oxford, patent leather and white calf straps.

Sizes 8 1/2 to 3 Widths A to D

—Downstairs at Ayres.



Glamorous New BLOUSES \$1.98

Tailored and washable silk crepes. Tucks, ruffles, V-necks, high necks and tie styles. Sizes 34 to 40. Desirable colors.

Skirts \$1.98 Plain flannels in brown, black, navy, gray, beige and red and green. Tweeds in monotone shades of brown and gray . . . plaids and checks. Sizes 26 to 32.

Sweaters \$1.98 Match 'em up with your skirt. Plain and fancy weaves in a multitude of colors and color combinations. Sizes 14 to 40 in many unusual styles.

—Downstairs at Ayres.

10 Guards to Beauty:

- 100% Fresh Silk!
- Patented Hem-Guard!
- Patented No-Hole Hem!
- Strain-Proof Instep Point
- Triple-Fast Dyes!
- Flat-Seam Sole!
- Cradle Dura-Foot!
- Grehine-Sealed Silk Yarn!
- Two-Way Run-Stop!
- Double-Thick Grehine Silk Heel!

More Beauty! More Service!

In Our Irregulars of

REAL SILK

DeLuxe Hosiery

Women who are fashion-wise and thrifty will buy no other hosiery! Our famous irregulars of "Real Silk" Deluxe hose meets every need. They are cob-webby sheer! They are beautifully woven! They are unbelievably STRONG! And they are priced ridiculously low! Sizes from 8 1/2 to 10 1/2—in smart hosiery shades.

—Downstairs at Ayres.

60c Pair

Pure Silk Lingerie

In Smart Tailored Styles or With Lovely Lace Trims!

\$1.19

- Slips
- Dance Sets
- Chemise
- Panties

At this price you can afford all the lovely, lace (or tailored) undies your heart desires! Every one is fashioned of beautiful pure silk-crepe. The slips have California or straight tops—and all are bias cut. Chemise are all lace trimmed and have tie at waist. Dance sets (sizes 32 to 44) are either plain or lace trimmed. Panties have fitted waist band.

—Downstairs at Ayres.



New Frocks

... With Medieval Details and a Silhouette as Modern as a Streamline Auto

• For Juniors!
• For Misses! \$6.95
• For Women!

Paris Dressmakers have gone back to the middle ages to get their inspirations for the new spring dresses. They have taken the streamlines of the modern airplanes and autos for their silhouette. They've put both ideas together . . . low and behold . . . a dress as charming and becoming as you'd ever expect to try on. Of course you'll find all these types in our Downstairs Dress Department . . . where fashion is less expensive.

Business Types Navy Blue Back with Contrasts
Dressy Types Prints Plaid Tops
Sunday Night Types Jacket Scarf Sleeves
Frocks

—Downstairs at Ayres.

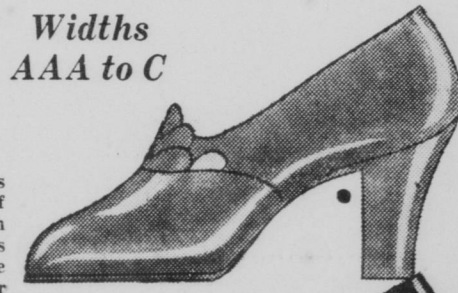
There's a Definite Shoe for Every Costume— and You'll Find the Right One Among Our

New "Corliss" Shoes

Sizes 3 to 9

\$3.95

Widths AAA to C



The trend for better form in dressing makes women more fastidious in their choice of shoes. They want a definite shoe for each costume. They want a tailored shoe, a dress up shoe, sporty type of shoe and of course an oxford. "Corliss" shoes are made for smart women with a flair for thrift and value. Choose yours tomorrow for the Easter parade and for early summer wear.

Blue Black Brown Gray Patent White
Rough Leathers Kidskins Ties Pumps Straps

—Downstairs at Ayres.



"Fore 'n' Aft" Is a Clever New Hat

That You Can Wear TWO Ways for the Price of One!

\$1.98

Here's a new hat fashion that's going to go to your head. It's a cocky little number that you can twist forward to a becoming tilt and backward to an irresistible angle. Black, blue, brown, pale blue, tile, green, beige and white.

Gloves to Match

Silpon gloves to match the hat in the same fabrics and colors. They're adorable . . . and what a match for the "Fore 'n' Aft."

—Downstairs at Ayres.

Fresh! Crisp! Neckwear To Bring Your Older Dress Up to Date!

\$1.00

Change your neckwear and you change your dress. These are grand little pick me ups to brighten up your old costume and to lend your new one a look of smartness. Fresh pique, crisp organdie, white taffeta in jabots, ascots and bibs. Trimmed in pleated ruffles, fagoting and frilly laces.

—Downstairs at Ayres.



All-"Lastex" Girdles

that Stretch 2 Ways—and Won't "Ride Up"

\$1.25

The perfect garment for the youthful figure or the small woman. Soft and light weight, but moulds your figure to the desired proportions. 4-Hose supporters. Made of genuine Lastex that will stretch all ways and will wear and wear. Small, medium and large sizes.

"Kabo-Ette" Girdles, \$2.50

—Downstairs at Ayres.



New Spring COATS

In Smart Sports and Dress Styles

\$16.75

The streamline silhouette and the windblown details make this group of coats outstanding for spring wear. Swagger or casual styles with decidedly fitted lines. Belted, button or tied trim. Many go Russian in a big way. Some have the friar's hood, some have cape effects. You'll find tweeds or tweedy fabrics and wool crepes in sizes for women and misses.

Spring Suits, \$16.75

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE