

TO AYRES DOWNSTAIRS

FOR EASTER FASHIONS

We're Ready With Brilliant Fashion Successes in COATS and SUITS



Scores of New Coat Fashions
For a Right, Bright Spring—
at This One Low Price!

Time out! Let's talk over the coat situation for spring... for, of course, you're going to have that new spring coat for Easter. The new coats are slim, trim and slick as a whistle. The windblown details are in evidence, by the big sail rever collars that stick out in front... some trimmed with fur. Loose, full sleeves are very smart, and there is a definite trend toward the streamline silhouette and the medieval ecclesiastic fashions. For women, misses and juniors!

—Downstairs at Ayres.

\$16.75

It IS a Suit Season and We've
Hundreds of EASTER Beauties
at This L Price!

Of course you're going to have a new suit for Easter and for spring! Because suits are THE fashion. Because a suit is the perfect medium for a smart tailored look. Because there are so many different varieties of suits in fashion (and variety is the spice of life), that selecting a becoming style for YOU is a very simple matter. Because the price is low enough to satisfy your flair for thrift... and at the same time give you lots of fashion and quality. Sizes for women, misses and juniors!

—Downstairs at Ayres.



Windblown Effects
Streamline Silhouettes
Fitted Lines
Lavishly Fur Trims
on Cuffs and Collars
Tailored Sports
Coats
Tailored Sports Coats
Navy Blue
Grey
Beige
Black



Three-Piece Suits
Fur-Trimmed
Suits
Jacket Suits
Two-Piece Suits
Windblown Suits
Swagger Suits
Tailored Suits
Dressy Suits
Wool Fabrics
Heather Blue
Gold
Green
Brown

First, Your Easter Coat—then Shoes to Match!

...and If You're Wise
They'll be "Corliss"—at

\$3.95



For thrilling spring days and exciting spring evenings you'll wear a "Corliss" shoe for each gala occasion. Corliss shoes have those hidden features that make them the best-looking, best-wearing and best-fitting shoes at this price. Choose your shoe fashions from pumps, straps, ties, oxfords, in patent, calf or kid leathers. Sizes 3 to 9; widths AAA to C.

Grey Brown Black Navy

—Downstairs at Ayres.

Don't Risk a "Run" in Your Easter Stockings!

Choose Irregulars of

REAL SILK

De Luxe Hosiery.

Just imagine your embarrassment! All "dolled up" on Easter... and then a devastating "run" from hem to heel in your "lovely" hose! Choose "REAL SILK" irregulars and your "face will NOT be red"! The exquisite, sheer beauty of these stockings is protected at every point, by a positive protective device. In lovely spring hosiery colors—sizes 8½ to 10½.

60¢

PAIR

—Downstairs at Ayres.

It Takes a Blustering, Swashbuckling Hat

... to Wear with
Your Swagger Suit!

\$1.98



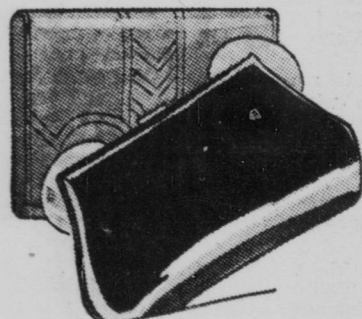
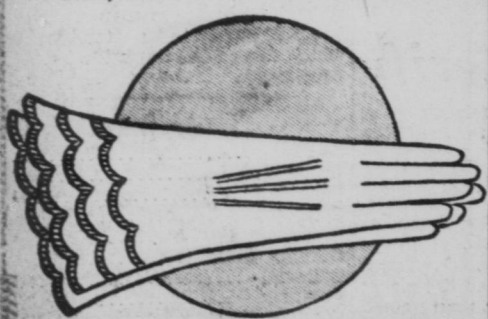
Swagger into the spring fashion picture in this swagger hat that has a rakish angle forward and aft. It comes in a tantalizing straw fabric, with a bright, gay colored feather trim. The color you like best, too... black, brown, green, navy, grey, tan, red, white and powder blue. Headsizes 22 and 23.

—Downstairs at Ayres.

Fashion Favors.... White Gloves For Easter!

69c

Let your hands choose... they'll pick these washable fabric pull-ons every time. And all smart women will wear WHITE gloves in the Easter parade to compliment their costume. These are very good quality fabric gloves in sizes from 6 to 7½. Beige and navy color, too! —Downstairs at Ayres.



—and a Smart New

Handbag

for \$1.00

Here's an Easter parade of handbags that'll catch the eye. Red, blue, black grey and brown handbags in pouch or underarm styles. Patent leather or simulated rough leathers. Fittings and trimmings that you'll be proud of. —Downstairs at Ayres.



Choose With Care—the Silk Undies

You Plan to Wear
Under Your Easter Frock!

These Will Fit
Smoothly
—for only—

\$1.19

Chemise Slips Dance Sets

These undie world darlings are all pure silk crepe. Dainty lace trims each garment. The slips are bias cut with V or California tops. The dance sets have a fitted bandeau, the panties fasten on the side. The chemise have California or straight tops. Sizes for women and misses. Tearose or peach.

—Downstairs at Ayres.



Pick a FLOCK o' BLOUSES

to wear with a Suit!

\$1.98

As soon as you see these entrancing blouses you will fall for their bright, gay colors in Mexican stripes, beige, white, peach, cream, navy, dots, checks, and plaids in taffeta, silk, organdy and linen. Sizes 34 to 40.

Special! A SUIT

for **\$3.98** Complete

Just 46 brand new 3-piece suits in brown or gray novelty weave. A slick looking suit that is slim and trim. Blouse skirt and jacket in sizes 14 to 20. —Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE