

to Ayres Downstairs Tomorrow for

Easter Fashions at Very Small Cost

The Smarter You Are-The Harder You'll Fall for These Smart New Fashions in

Easter Frocks

Very, Very
Specially
Priced at—

\$4.95



We've picked all the new fashions that promise to be good for Easter . . . and later on in the spring. Thrilling new 1934 details! Exciting jacket suits! Flattering necklines and fascinating skirtlines, streamlined! The newest and latest fabrics. Gay, carefree spring-worthy colors that lend a note of optimism. Plenty of navys, blacks, prints and every other fashion under the sun. Sizes for women, misses and juniors.

Styles:

Street Frocks Polka Dots
Pique Trims Checks
Afternoon Frocks
Sunday Night Frocks
Windblown Effects
Scarf Sleeves
Combinations

—Downstairs at Ayres.

Here Are the 4 Most Popular Colors in
Shoes to Match
Your New Spring Outfit!



1. Grey
2. Navy
3. Brown
4. Black

\$2.95 PAIR

Fashion wise women prefer one of these colors to go with their new outfit. And they choose this shoe every time because of its graceful lines and the good leathers that wear so well. Your choice of pumps, oxfords and ties in all the newest styles. Many with streamlines. Sizes 3 to 9, widths AAA to C.

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Sale! Sample Hats

Exclusive Models From a Famous Workroom—Clearly Proclaiming Their Newness for Spring!

Made to Sell
for Many
Times This
Price!

\$2.00



Just in time for Easter! Isn't that a lucky break for you fashionable women? Every hat is due to play an important part in the coming fashion season. Every one is smart and pretty as a picture. How they'll give you a new outlook on life! Every one is flattering and becoming and will harmonize perfectly with your spring wardrobe.

Styles:

Breton Sailors
Off-the-Face Styles
Brim
Pill Boxes
Matron Styles

Colors:

Black
Beige
Red
Royal
White

Brown
Green
Navy
Yellow
Powder Blue

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AYRES • DOWNSTAIRS • STORE



Children's

Anklets
15c 19c 25c

Buster Brown plain color cotton anklets. They have a turned down cuff. Sizes 6 to 9 1/2. First quality.

Mickey Mouse and Buster Brown anklets. Lisle or rayon plaited in plain or fancy turn down cuff style. Plain colors and fancy. Sizes 6 to 10.

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We Think Our
Children's
SHOES

\$1.69 PAIR



Are the Best in
Town at
This Price!

Depend upon these shoes to give longer wear. Made according to our rigid specifications. Patterns in oxfords or smoked elk, tan elk kiltie, black calf, patent leather, etc. Sizes 8 1/2 to 3. Widths B, C, D.

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Beautifully Tailored—Lace Trimmed

Rayon Taffeta
SLIPS
59c Each



California, V or straight lace tops and hem. Bias cut to cling to your body . . . almost without a ripple. The shoulder straps are of the same material. Colors in tearose or white. Sizes from 34 to 44. Note: The laces used on these slips are of excellent quality and abundantly used.

Bemberg Shadow
Panel Slips
are Only . **\$1.39**

—Downstairs at Ayres.

Knitted Dresses

Are Very Important
This Spring—Here Is
One Fashion From an
Important Group at—

\$2.98

- Two-Piece Styles
- One-Piece Styles

The newest news says knits for spring. We've just received an auspicious group of high and low neckline knits in heavenly pastel shades. You'll find one you want in ascot tie, surplice or bows at the neck styles. Sizes 14 to 42.

Special! 3-Piece
Spring Suits \$3.98

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A "Junior-Miss" Review of All
the Important Spring Fashions in

New Suits

**Sale
Priced
at—** **\$13.75**

This is definitely a suit season and tomorrow we're showing a group of stimulating new suit fashions at a very remarkable low price. We believe in navy blue . . . and this group is crowded with them. Pastels are also to be found. Dressy type suits in swagger styles predominate. Some of them have handsome fur trim, others pique trim. Every one a flattering style and most becoming to its wearer.

Styles:

Dressy
Swagger
Wool Crepes
Diagonal Tweeds
Windblown Details
Streamlined

—Downstairs
AT AYRES



Zowie! A Great Sale of

Boys' Shirts

2 for \$1.10
or 59c Ea.



Oh, Boy! Oh, Boy! Another sale of good looking shirts that'll knock your eyes out! Fine quality broadcloth in plain colors, plain white, and fancy patterns. Fast color and full cut for lots of comfort when you need it. Sizes 8 to 14 1/2 in the group.

Boys' Pajamas

79c

Fast color pajamas in plain colors. Your choice of coat and slip-on styles. The materials are of an exceptional quality. Limited quantity. fancy patterns, too. Sizes 8 to 16.

Boys' Sweaters

\$1.00

Follows, this is just the type sweater you've been waiting for . . . and you will save money, too. New slipover styles in plain in exciting colors and border trims. Sizes from 26 to 36.

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Men! Here's a **BIG** Value in
SHIRTS
2 for \$1.50
Or 79c Ea.



• Plenty of Whites
• Some Plain Colors

Here's a value that only the One Stop Men's Shop could offer. A value that's remarkable for this day and age. These shirts have everything you could ask for. Pleated cuffs, pointed shaped collars, full cut, wonderful material and exceptionally well tailored. Sizes 13 1/2 to 17 in the group.

Men's Socks

5 Pair for \$1

Long wearing socks with the double heel, double toe and double sole feature. Neat patterns and colors. Some seconds. Sizes 10 to 12.

Shirts and Shorts

4 for \$1

Shorts are full cut in fast color broadcloths. Sizes 28 to 42. Shirts are rib knit, tubular shaped for fit. Sizes 34 to 44.

Men's Pajamas

\$1

Fast color and fancy patterns. Coat and slipover styles. Some notched collar styles. Full cut and well made. Sizes A, B, C, D.

Spring Neckwear

5 for \$1

Bright stripes and spring like colors. Full shaped and full size for a neat knot. A very special bargain at this price.

—Downstairs at Ayres.