

Outfit Your Entire Family for Easter

For Very Little Money ... In Ayres Downstairs Store!

See Page 19 for Additional Easter Fashion News!



The Right, New Spring Fashions in Women's and Misses'

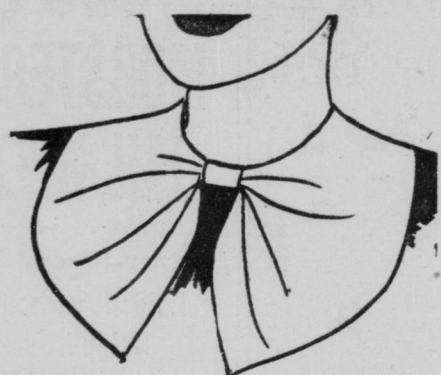
COATS

Are Now
Specially
Priced at—

\$15

Frankly it's the new fashion details that make these coats such outstanding values. They're slim, trim and slick as a whistle. They're brand new and very, very exciting in fabric treatment. Some are trimmed with handsome fur ... others are plain. Windblown details are much in evidence. Sleeves are loose and full and there is a definite trend toward the streamline silhouette. Your favorite color too! Sizes for juniors also in the group.

—Downstairs at Ayres.



It Costs Very Little to Keep Your "Neck" in Fashion

New Neckwear

Bows and Ascots and collars and cuffs. Bright and gay silk plaids. Snow white pique, organdie in pastels and white. That's the neckline story for spring and we're going to stick to it...and you're going to adore it.

\$1.00

Other New Neckwear, 50c

Colorful Scarfs are only

59c

Brand new ideas in bright, bold spring scarfs to color up your best dress. Triangulars, Ascots and single scarfs in every type of design and color.

Other Bright Scarfs, \$1 —Downstairs at Ayres.

Three of the Most Important New Shapes for Your Easter Costume in

Spring HATS

We're so thrilled about these three styles in the new spring hat collection that we just had to tell you all about them! A Breton Sailor, a large Prim, or an Off-the-Face style will go splendidly with your new costume and catch all the admiring glances in the Easter parade. Each is becoming and so flattering that you'll be a changed woman from the start and have a brand new outlook on life.

\$1.98

Each

Sailors
Bonnets

Pill Boxes
Turbans

Navy
Black

Brown
Gray

—Downstairs at Ayres.



Smart Fashions for Today and Tomorrow!

Spring Suits

Very Specially
Priced at

\$15

Our grand selection of new spring suits are full of news for smart women. They have that smart tailored look that's so becoming to many women. Russian cossack, windblown, swagger and casual types predominate the spring mode. Plenty of navy, blue, black and colors ... your favorites. The variety and selection is so large that the matter of choosing a becoming style for yourself is but a very simple matter. Sizes for women and misses!

—Downstairs at Ayres.



The Inside Story for a Smart Spring!

Sale! Silk Lingerie

• Slips • Gowns • Chemise • Dance Sets • Pajamas

For your new spring costume you'll want to be dressed as smart inside as on the outside. Here's a sale that'll solve your problem. The laces are gorgeous...the silk and tailoring superb. Sizes for women and misses.

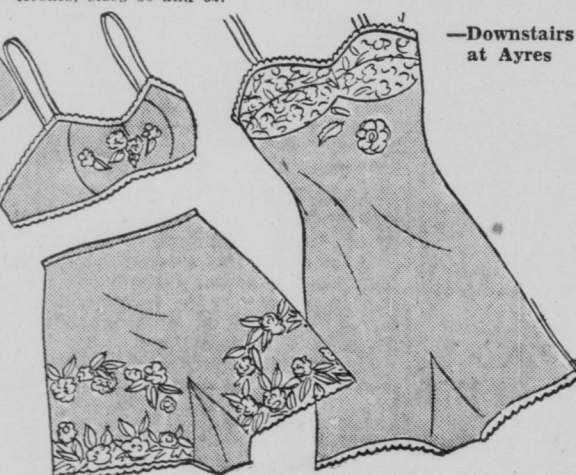
\$1.84
EACH

Panties and Petticoats

\$1.34

Two very beautifully made garments...trimmed with frothy laces. Panties sizes 18 to 21. Petticoats, sizes 30 and 32.

—Downstairs at Ayres.



Note—This Footnote for Easter!

"Don't Risk a Run In Your Sheer Chiffon Easter Stockings!"

Choose Irregulars of

REAL SILK

DeLuxe 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 you'll be safe from "the demon-run." The exquisite, sheer beauty of these stockings is protected at every point, by a positive device. In lovely spring hosiery colors—Sizes 8½ to 10½.

60c
PAIR

Irregulars of RINGLESS Wonderband Silk Stockings 80c Pr.

—Downstairs at Ayres.

The New Fashions in Easter

DRESSES

Bring You Lots of Smartness for Very Little Money!

2 for \$15

(Or 1 Dress, \$7.95)

You'll be proud to choose your Easter frock from this fine group of sparkling and scintillating new spring fashions. They're all advance spring styles, blithe and gay for smart women. Many, many different styles and fabrics. Few windswept models! Jacket frocks! Navy and black in full strength. New bright gorgeous prints and combinations. Flattering new ideas in necklines ... dainty streamline skirts. Sleeve details and dressmaking details that are hard to beat.

—Downstairs at Ayres.



For the Easter Parade Smart Feet Choose

"Corliss" Shoe Fashions

\$3.95
Pair

• Navy • Brown
• Black • Gray

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 around this price. They have the looks that smart women like. They're styled after all the latest shoe fashions, many streamlined. And as for wear, they'll speak for themselves. Choose your new spring shoes from pumps, straps, ties, oxfords in patent, calf or kid leathers.

Sizes 3 to 9, Widths AAA to C

—Downstairs at Ayres.



Your Favorite Fashion in New Spring

Blouses

\$1.98

Lovely new styles, bright, gay colors of Mexican origin, beige, white, peach, cream, navy, dots, checks and plaids in taffeta, silk, organdy and linen materials. Sizes 34 to 40.



Tweed Swagger Suits, \$6.95

It doesn't cost much to suit yourself in a tweed, 2-pc. swagger suit like these. Choice of tan, brown, green, blue and gray colors. Sizes 14 to 20.

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE