

TO AYRES DOWNSTAIRS Easter Chic at Lowest Possible Prices!



FOR EASTER FASHIONS



Outstanding in Fashion—
Outstanding in Value!

Easter SHOES

Sizes 3 to 9 **\$2.95** Widths AAA to C

Away you'll go for a smart Easter Parade in a pair of these new shoe fashions. Black, brown, navy or gray colors will lead the parade. Straps, pumps, and step-in pumps in calf or patent leathers will be the correct choice to "go with" your new costume. These shoes have beauty of line and are made to give you the maximum amount of foot comfort.

—Downstairs at Ayres.

400 Winsome Spring Fashions in

NEW HATS

\$1.00

- Cartwheels
- Bretons
- Shovel Brims
- Crepe Brims
- Crepe Turbans
- Bonnets
- Off-the-facers

- Black
- Brown
- Navy
- Red
- Green
- Sand
- White

Spring—a new season is met with enthusiasm when hat fashions like these are so low priced. And we can point with pride to this new group of beauties . . . to wear on Easter and the rest of the spring. These were designed for a smart debut anywhere and for any type costume. They're as flattering as can be and will give you a new lease on life. Tomorrow you'll find a thrilling variety of new hats in all the colors, fabrics and styles you can wear to advantage. Hurry! Hurry and get here queek!

—Downstairs at Ayres.



EVERYTHING A MAN NEEDS . . . IN The One-Stop Men's Shop AYRES DOWNSTAIRS STORE



\$12.95 Is the Price!

—For These Very Special
Values in Men's New

Suits or Topcoats

Note: Any Garment Purchased
This Week Will Be Altered and
Delivered in Time for Easter.

The Suits—are single breasted, double breasted or sport models in all the newest spring fabrics. Diagonals, tweeds, gray flannels, oxfords, worsteds and herringbones. As good an assortment as we've ever offered . . . and we've offered quite a few. Sizes for men and young men.

The Topcoats—are full belts, half belts in tan checks, gray checks, tweeds and Harris tweeds. They're the newest of the new for spring harmony in color, pattern and texture. Well tailored to let you have plenty of freedom of movement and at the same time give perfect fit. You'll find just the color or combination you're wanting . . . so hurry in early tomorrow!

—Downstairs at Ayres.



6 Reasons Why
Men Will WANT These

Shirts

At **88c** Ea.

Men's New
Spring TIES
55c

Or 2 for \$1

Stripes, florals, canaries, dots and pastels. In fact any color or design you men want to add color to the Easter parade. And how they'll give your Easter suit a smart appearance. Hand tailored.

- Pleated Sleeve
- Full Cut
- Full Center Pleat
- Shaped Collar
- Fast Colors
- Pointed Collars That Fit

These shirts are worthy of the best Easter Suit. Your choice of white in sizes from 13½ to 17. Made from a very good quality broadcloth. You'll also find a quantity of plain color shirts in sizes 14 to 17.

—Downstairs at Ayres.

New Neckwear

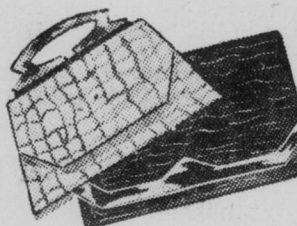
Needed Now at
a Next-to-Nothing
Price!



88c Each

Like a magician's wand these new tricks in neckwear change the appearance of your dress upon a minute's notice. We've every type in hundreds of new pieces of bows, bibs, ascots, V necklines in plain colors, pastels, stripes, linens, plaids and pique.

The 4 Best Colors in
Handbags



\$1

Black! Brown! Navy! Red! These 4 colors will wave triumphantly over the whole Easter parade. Your choice of any one of these colors—some in simulated patent or simulated smooth and rough leathers.

—Downstairs at Ayres.

Will Your Stockings Be as Smart
as the Rest of Your Easter Costume?

Wear Sheer Chiffons of

REAL SILK DeLuxe Hosiery

Fashionable women buy Real Silk DeLuxe hose for every important occasion—for they know they can be depended upon. For sheer loveliness and clearness of tone. For the correct shade to go with your Easter frock. For protection against that Demon "Run." And to insure you further . . . they're protected by those 10 valiant Real Silk guardsmen . . . listed below.

60c
IRREGULARS

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. Grehine-Sealed Silk Yarn!
9. Two-Way Run Stop!
10. Double-Thick Grehine Silk Heel!

—Downstairs at Ayres.



You'll Revel in These New Easter Fashions!

New Easter Frocks

\$4.95

We've snared the trump fashions for spring and present them herewith at a price slim budgets can understand. The colors are live and gay and care-free. The fabrics are all 1934. Many sleeves are full with stunning trims. Lots of frosty white necklines, many pique trims. Linen trims are very smart, too . . . you'll find many in pastel shades. As for the quality and tailoring and price . . . they'll speak for themselves. Sizes for all women and misses.

—Downstairs at Ayres.

Suits and Coats

\$9.75

If you've been reading about your fashions . . . and attending style shows . . . you know what the newest suit and coat fashions are. If you are anxious to get the SUIT or COAT fashion that appeals to you and will flatter you come to Ayres Downstairs Store where you'll get complete selections at a very low sale price. Windswept lines! Russian influence! Swagger smartness! Here you'll find sizes in women's, misses' and juniors styles.

**SALE
PRICED!**

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE