

TO AYRES DOWNSTAIRS



Easter Chic at Lowest Possible Prices!

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.

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 NewSuits or
TopcoatsNote: 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 TheseShirts
At 88c Ea.Men's New
Spring TIES
55c
Or 2 for \$1Stripes, 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
- Shaped Collar
- Full Cut
- Fast Colors
- Full Center Pleat
- Pointed Collars That Fit

These shirts are worthy of the best Easter Suit. Your choice of white in sizes from 13 1/2 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.

400 Winsome Spring Fashions in

NEW HATS

\$1.00

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

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 quick!

—Downstairs at Ayres.



FOR EASTER FASHIONS

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

Wear Sheer Chiffons of

REAL SILK
DeLuxe Hosiery60c
IRREGULARSFashionable women buy Real Silk DeLuxe hose for
very important occasion—for they know they can
be depended upon. For sheer loveliness and clear-
ness 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 pro-
tected by those 10 valiant Real Silk guardsmen . . .
listed below.

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

—Downstairs at Ayres.

New Neckwear

Needed Now at
a Next-to-Nothing
Price!88c
EachLike a magician's wand these new
tricks in neckwear change the appear-
ance 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 sim-
plified patterns, some in
smooth and rough leathers.

—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.

- Afternoon Frocks
- Sunday Night Frocks
- Business Frocks
- Jacket Dresses
- Navy
- Stripes
- Prints
- Plaids

Suits and Coats

\$9.75

SALE
PRICED!If you've been reading about your fash-
ions . . . 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.

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE