

Do ALL Your Shopping Downstairs at Ayres...and You'll Be Better Dressed for Less, on Easter



We're anchored firmly to navy blue for a smart Easter. Here's one with cape-like sleeve details and a flowing ascot tie. \$16.75

Beige is always flattering. Here's one that has everything. The dark fur trim on collar lends a note of contrast. Note sleeves. \$16.75.

Your Budget Will Recommend These New Styles in Easter

Coats

At a Recompensing Price!

\$16.75

Your coat should be one of these spring dandies. For these coats are as near perfection in fashion details, in fabrics, in quality and in value as is possible to attain. The furs are lavishly used in the dressy models. The sporty type coats are very smartly tailored and very flattering. Plenty of navys, blacks and a few pastel shades. Sizes for women, misses and juniors.

—Downstairs at Ayres.



A navy blue taffeta with a bright nosegay of flowers at the neckline. Note the fullness of the sleeves to the jacket. \$7.95

Dots, large and small, on brown field, gives you a lotta' dash for little cash. Note how the large collar ripples downward to the waistline. \$7.95

Calling all Women—to Acquire Easter Chic in this Important Group of New Arrivals in

Frocks

At \$7.95

After all, it really wouldn't be a smart spring wardrobe unless it boasted of at least one dress from this grand collection of Easter dresses. Streamlines, windblown details, linen pastel trims, fascinating necklines, slimming skirts! Every last one of the latest fashion details that you've seen in fashion shows are here in this group. In all the spring worthy colors, too, and navy and black with contrasts, too! Sizes for women, misses and juniors.

—Downstairs at Ayres.



A navy blue windblown. It's trimmed with lapin (rabbit) and has a 3/4 length coat that's a two-timer. Note the interesting sleeves. \$16.75.

Tweed! Tweed! Chirps the first robin for spring... here's a novelty tweed with fullness centered in the 3/4 length coat. \$16.75.

The 1934 Fashion Lineup Calls for One of these New

Suits

at a Price that Suits Your Budget

\$16.75

There's an exhilarating amount of choice to the new suits this spring! Russian types with front fullness, very tailored types to flatter you, very swagger types for very sporty affairs! Two and three-piece styles. Contrasting coats and skirts. Some plainly tailored, others trimmed with sleek rich fur. In fact a large variety of styles and colors (and variety will be the spice of your wardrobe) that you can wear and wear. Sizes for women, misses and juniors!

—Downstairs at Ayres.



1. A perforated tie in parchment, black and blue colors with boulevards heel. \$4.95

2. Blue or gray stepin pump. Baby Louis heel. Beaded going. \$4.95

3. Black kid perforated gypsie tie with built up leather heel. \$4.95

4. Blue, gray, black or brown patent leather high heel Regent pump. \$4.95

Will You Be a "Tailored Lady" on Easter? ...or Will You Be "Fragile and Feminine?"

Whatever Your Role, Choose

American Girl

SILHOU-WELT SHOES

to "Go With" Your Costume!

\$4.95

What's new in spring footwear... just you come to Ayres Downstairs Store and see our complete selection of American Girl's. We have them in navy, brown, black and gray to "go with" any costume. We have them in pumps, straps, ties, oxfords in patent, calf and roughish looking leathers, for that tailored or feminine look. And of course they fit perfectly and comfortably. Sizes 3 to 10, widths from AAAA to EEE.

—Downstairs at Ayres.

Only a Few More Days of this Rousing Sale!

Pure Silk Lingerie

Fine Luxurious Quality at Bargain Prices!

- Slips
- Chemise
- Gowns
- Pajamas
- Dance Sets

\$1.84

- Panties
- Petticoats

\$1.34

A sale just made for women who love lovely things... for here is really an overwhelming array of gorgeous lingerie. They're trimmed with perfectly beautiful laces. Laces that you'll find on lingerie at about twice this price. They're made of pure silk crepe that's really elegant. The fine tailoring and style of each garment is matchless. Your choice of colors in blush rose or white. Sizes for all women.

—Downstairs at Ayres.

Wear Rings on Your Fingers ... But Not on Your HOSE!

Choose Ringless Irregulars of



Silk Stockings

For Easter of course—and for every occasion—Wonder Band's brand new idea in Ringless Stockings are the perfect choice! They're marvelously clear, delightfully sheer, and as durable as they are beautiful! And in addition to the ringless feature they have the patented run-stop feature that cuts down the high cost of hosiery bills. In all the right, new spring shades.

—Downstairs at Ayres.

80c

PAIR



Millinery "Go With" Colors

Navy
Black Tan
Grey
Powder Blue
Pink
Yellow Red
Brown
White

New Brim Hats

In Styles to Frame-the-face... to Shade-the-face... to Reveal-the-face! Choose YOUR Type for Only—

Everything for spring and Easter in this group of fashion headlines... and every style and color to add brightness and gaiety to your costume. Flattering brims! Off-the-face models that'll dazzle you! Sailors and bretons for youthfulness and originality! Baby bonnets to catch all the masculine eyes. Turbans and pill boxes to help you get ahead. Headsizes for all women.

\$1.98

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE