



See Page 25 for Additional Easter Fashion News!

Hurry to Ayres Downstairs! There's Still Time to..

Be "Better Dressed for Less" on Easter!

Last-Minute Arrivals Are Ready in Our
"Junior-Miss" Shop

...Glorious Young Fashions in COATS—SUITS—DRESSES

You'll be an old "smartie" if you pick your Easter costume from this group of unforgettable new arrivals. You can suit yourself in many, many different styles of the latest suit fashions. Your pulse will flutter at the elegant styles and fur trims on our winning Coat Fashions, dressy and sporty types. And you'll look like a "dream walking" in these brilliant new Junior-Miss Dress fashions, starring ever fabric, every fashion and every color you've yearned for.

—Downstairs at Ayres.

← \$11.75

You young fashionables who wish a lot of Suit for your money had better grab on to this beautiful 2-piece yellow gold tweed. It's a sure eye-catcher!

\$7.95 ↑

There's a big future for a navy blue taffeta with printed triangles. The "Big Bad" wind has done it a good turn and given it that windblown look. Note the bright little patch of flowers.

\$11.75 →

We've anchored our fashion star to a navy blue with polka dot trim on collar and cuffs... you'll love it, too. Note the windblown collar and the trim lines.

↑ \$7.95 ↑

Here's a smart little number in navy blue with white horizontal stripes. The great big bow on the shoulder will escort you smartly in the Easter parade.

← \$7.95

Your Easter dress is doubly smart if it has its own coat... especially if it's a print dress with rose background and a rich double chocolate $\frac{3}{4}$ length rough crepe coat.

Lace Trimmed Silk Slips

Made to Fit Without a
Wrinkle Under Your Dress

\$1.98

and Well
Worth It!

—Downstairs at Ayres.

In Our Sportswear Shop New Two-Piece Sports Suits

Outstanding
in Fashion! \$6.95 Outstanding
in Value!

Suits are terribly important for spring... and we're presenting this important group at this low price. You'll find a new sweep to these swagger styles... You'll like the simple, comfortable lines and the imitable tweed fabrics that stamp them spring 1934. In browns, tans, blues, greys. Sizes 14 to 20.

New Silk Blouses

Blossom out in one of these gay little forget-me-nots. You'll find just the type to go with your Easter Suit in our large and complete assortment we've just received for Easter. Silks, taffetas, organdies, linens, and etc.

\$1.98

—Downstairs at Ayres.

Accessories

New Neckwear, 88c

Quick little changes that'll do wonders to liven up your winter weary wardrobe. Bows, bibs, ascots, V-necklines. In plain colors, pastels, stripes, in silks, taffetas etc.

Easter Handbags, \$1.00

Select your color tomorrow to go with your costume from navy, red, brown and black in simulated patent leather or leather grains. Pouch or underarm styles.

Flowers 50c

Flowers make the costume. Here's your choice of every variety of eye appealing flowers. In the newest colors and arrangements, too.

New Gloves \$1.00

Of course you'll want white gloves for Easter. Here they are with organdy cuffs in heavenly pastel shades. Your size!

—Downstairs at Ayres.



It Wouldn't Be Easter
Without Bunnies,
Easter Lilies...

and New

Hats

Here You Are for Only—

\$1.98

Off-the-Face
Over-the-Face
Chariot Wheels
Draped Hats
Sailors
Turbands
Brims
Bonnets
Breton Sailors

Your new hat must be pretty as a picture, easy to wear and be very becoming to you. Come to our Downstairs Store Hat Department where you'll find every adorable hat style, every "go with" color that you've been hoping to find. For our assortments are fresh and new and very low priced.

—Downstairs at Ayres.



The Demon "Run" Won't "Get You"
on Easter... If You Wear
Irregulars of Chiffon

REAL SILK DeLuxe Hosiery

60c
PAIR

Be confident of Real Silk hose on Easter... they have those special built-in features that fools most every possible RUN. Here's how! Made from the freshest of raw silks to insure elasticity. Made by the latest methods of manufacturing to give you sheer beauty and beautiful color shades. And of course protected by those 10 Famous Guardsmen listed below:

10 Valiant Guardsmen Protect Their
Sheer Beauty at Every Danger Point:

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.

You Can Depend Upon Our
Complete Assortment of

"Corliss" Shoes

To "Set You Right" for Easter

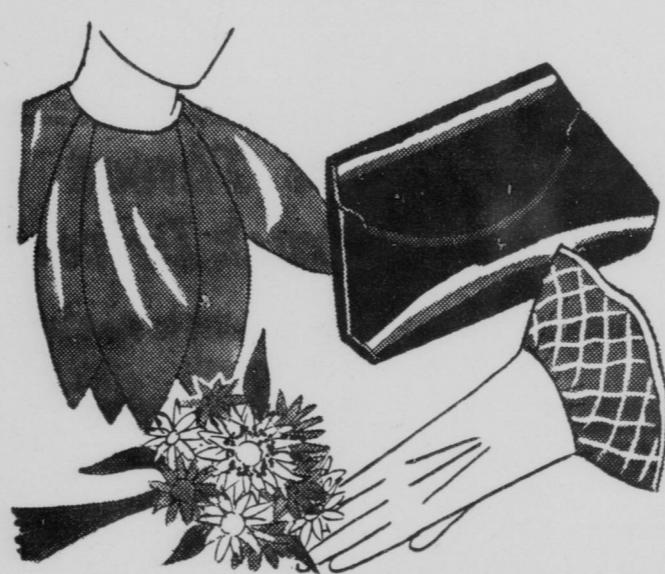
Strike up the band! "Corliss" Shoes are passing in review... setting the pace for all fashionable feet! Choose from one of these four colors... you'll be right in line for Easter and for all summer long. Corliss Shoes have a personality all their own for good looks and long wear and low price, a combination we think is hard to beat.

\$3.95

- Oxfords
- Straps
- Ties
- Pumps

Sizes 3 to 9
Widths AAA to C

Stepin pump in
blue, black or
gray kid. Boule-
vard heels, \$3.95.



Your Easter Clothes
Start and End With These

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