

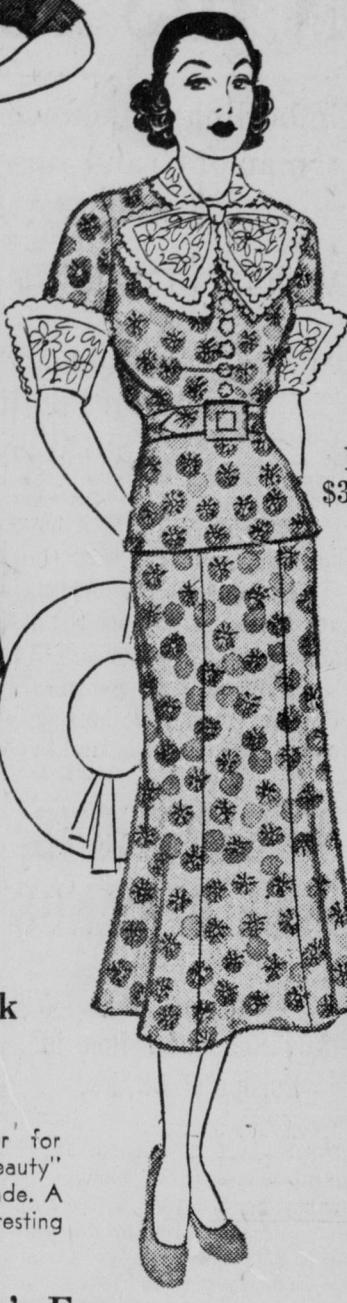
Choose These FASHION STARS In AYRES Downstairs Store

You'll Be Better Dressed for LESS—On Easter!



A. Swishing Black Taffeta Dress
\$6.98

Black is smarter than ever for spring. This "black beauty" swishes into the Easter parade. A jacket type with interesting sleeves. Size 13.



B. A Young Lady's Fancy Turns to Thoughts of Prints!
\$3.98

A print suit dress in bright spring multi-colors. The detachable lace collar and cuffs are refreshingly "old-fashioned." This is a size 13.



C. Tailored Navy Blue Jacket Type Sheer Crepe Dress
\$10.75

This shirtwaist type tailored dress in navy blue sheer will give you a world of service and smartness. The pockets have bright felt cut-out designs. Size 15.

AYRES Dowstairs Store presents these inspired Easter Styles in Coats and Dresses for a colorful Easter turnout. They all have fashion points that assure them a first-ranking position in the Easter Parade. (And of course they'll be the correct styles for all spring long). In the COAT line-up look for bright colored wool fabrics—swagger lines—"excitingly new" . . . or fitted lines, "slim as a West Point Cadet." In the DRESSES look for gay colors in refreshing new prints or Easter-Egg shades! Look for a fleet of NAVY blues and a whole collection of "Black Beauties," newer and smarter than ever for "right now." Then take a peak at the prices . . . you'll find they're moderately priced for the fashion and quality they bring!



D. \$13.95



E. \$10.75



F. \$13.95



E. Flamingo Red Box Type Swagger Coat
\$10.75

The straight unbroken lines of this box coat gives you a new silhouette along manly lines. This is fully lined in a $\frac{7}{8}$ length. Size 16.

F. Play Contrast—Start With a Gray Untrimmed Coat at
\$13.95

Gray is one of the perfect colors for spring 1936 . . . you can use most any color scheme with it. This is extremely smart and youthful. Size 14.

G. If Bright Color Is Your Forte, Wear This Lilac Dress
\$6.98

A lovely lilac sheer crepe, very feminine and colorful under your spring coat. The sleeve detail and interesting button trim is real fashion news. Size 14.

H. Navy Blue Fur-Trimmed Full-Length Dress Coat
\$16.75

Beautifully tailored in a novelty wool fabric. The fur-trimmed collar is dyed fox-paw. Smart for any occasion. Fully lined for windy spring days. Size 13.



In Fabrics—Felts or Straws!
In Fresh New Spring Colors!

New Easter Hats

Veil Trims
Flower Trims
Violets
Grays
Navy
Blacks
Coral

\$2.00

Here is Easter beauty for your head. Distinguished styles for every woman—fresh spring colors to go with every Easter costume. Brims, wide brims, beretts, sailor, turbans and Gibson Girl types. Head-sizes for all . . . 21 $\frac{1}{2}$ to 24.

—Downstairs at Ayres.

Browns
Lilac
Maize
British Tan
Natural Green
Red

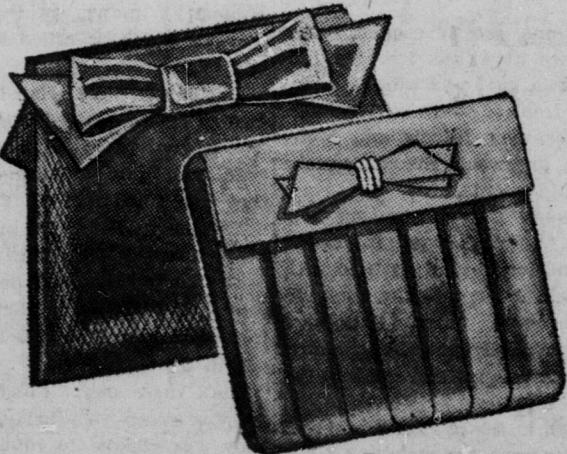
New Handbags

Make Their Easter Debut
In Dramatic Gay Colors!

\$1.00
EACH

- Red
- British Tan
- Navy
- Gray
- Black
- Brown
- Green
- Maize

All the first rate colors that'll go with any costume. All the styles that you'll like to carry. Simulated leather grains in pouch, envelope and underarm styles. Many styles with zipper openings.



—Downstairs at Ayres.



Here Is Easter Beauty for Your Feet!
All the Smart Styles, Colors and Sizes!

"Corliss" SHOES

Brown
Gray
Navy
Black
British Tan
Kids
Calves

\$2.99
Pair

If you have your Easter costume we have the smart shoe styles to go with it! "Corliss" shoes offer you last-minute styling, quality, serviceable leathers and a large selection of styles. Sizes 4 $\frac{1}{2}$ to 9, widths AAA to C.

—Downstairs at Ayres.

"Buckos"
Straps
Pumps
Oxfords
Wide Buckles
Ties
All Type
Heels

AYRES  DOWNSTAIRS STORE