

(SEE PAGE 23 FOR MORE EASTER FASHION NEWS)

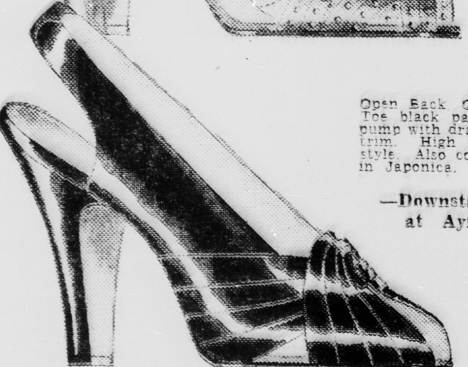
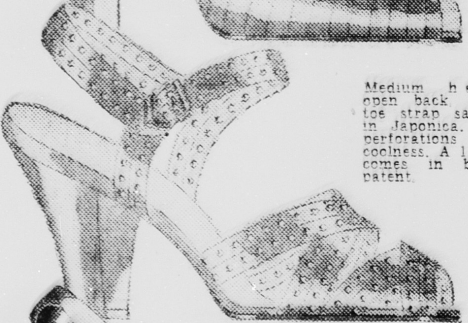
Only One Week Till Easter! Shop Saturday With Your Entire Family

AYRES DOWNSTAIRS STORE

CORLISS Shoes in

Black Patent or Japonica—
Bigger and Better Than Ever!

\$2.99
PAIR



High Heel Japonica pump with open toe and closed back and cutout sides. W 1 1/2 in. stitched trim.

Medium heel Japonica pump with open toe and closed back and cutout sides. W 1 1/2 in. stitched trim.

Open Back Open toe black patent pump with draped trim. High heel style. Also comes in Japonica.

—Downstairs at Ayres.



Crowning Glories

Look Lovely—Stay Lovely
in New Straw Bonnets—the
Fairest of the Season at—

\$2.00
EACH

1. PEDALINE straw bonnet with central "Mother Goose" crown. Flower and ribbon streamer trim. In navy.

2. TINY PEDALINE straw with flower and veil trim. Wide grain ribbon bandeau. In navy with light blue veil.

3. WOMEN'S STEAM broad brimmed bonnet with gooseneck and veil trim. Black with white, navy with white or black with red.

With Easter just around the corner, you'll want one of these lovely straw bonnets! Our collection is at its best right now! Complete in style and color assortment. Black, wine, japonica, navy, toast, chartreuse and open blue colors. Headsizes 22 and 23 in the group.

4. ROUGH STRAW broad sailor with velvet crown and feather quill. Navy with red.

5. PEDALINE STEAM mushroom sailor with shallow crown, flower and veil trim. Black with white trim.

—Downstairs at Ayres.

Team up your Suits With BLOUSES

Either Tailored or Feminine!

\$1.00
EACH

Tailored or fully feminine styles in washable organdy, rayon and rayon crepes. Plain colors, print patterns in blues, pink, rust, lime, chartreuse or fuchsia. Sizes 34 to 40 in the group.



\$1.98
EACH

A glorious group of tailored or fully suit blouses in silk sheers, rayon crepes, batistes or organdies. In white, miniature blue, dusty rose, chartreuse, cyclamen colors. Sizes 32 to 40 in the group.

—Downstairs at Ayres.



We're Ready for YOUR Easter With Every Smart New Dress Fashion!

A: Gypsy-Doodle, a Sheer Top Daytime Frock \$6.98

For the gypsy in your soul, wear this romantic dress with the sheer striped rayon chiffon top with box pleated skirt. Navy skirt. Sizes 9 to 15 in the group.

B: Prints Charming, a Swing Skirt Dress in Wisteria \$3.98

A budget-priced Easter dress in a gay floral print pattern, with wisteria, mint green or powder blue background. A dress styled for the "Young in Heart." Sizes 11 to 17 in the group.

C: "That Little Girl Look" in a Shirtwaist Dress \$6.98

Arresting, exciting new, is this new shirtwaist dress, fashion! A blue, chartreuse or shell pink chiffon blouse tops a navy blue skirt with gored pleats. Sizes 9 to 15 in the group.

D: For Dancing and Dreaming, a Chiffon Formal \$7.98

A dream of a dress for Pre-Easter formals, and after lent dances. Made of white, aqua, peach, pink or powder blue chiffon with latex waist and sleeve. Sizes 9 to 15 in group.

—Downstairs at Ayres.



The 7-Button Fitted Coat! The Classic Swagger! Featured Tomorrow in a New Group of New Easter Coats

\$16.75

Just when the fashion cables are buzzing with news of tucks, soft tailoring, "fitted and flared" lines, we present coats with all this fashion news, at your favorite low price! A whole group of these new styles in black or navy, in lovely nub wool fabrics. Sizes 11 to 17 and 14 to 20 in the group.

The box swagger, with a switching down the front and back. Made of nub wool. Size 13 in black. Also comes in navy. Left:

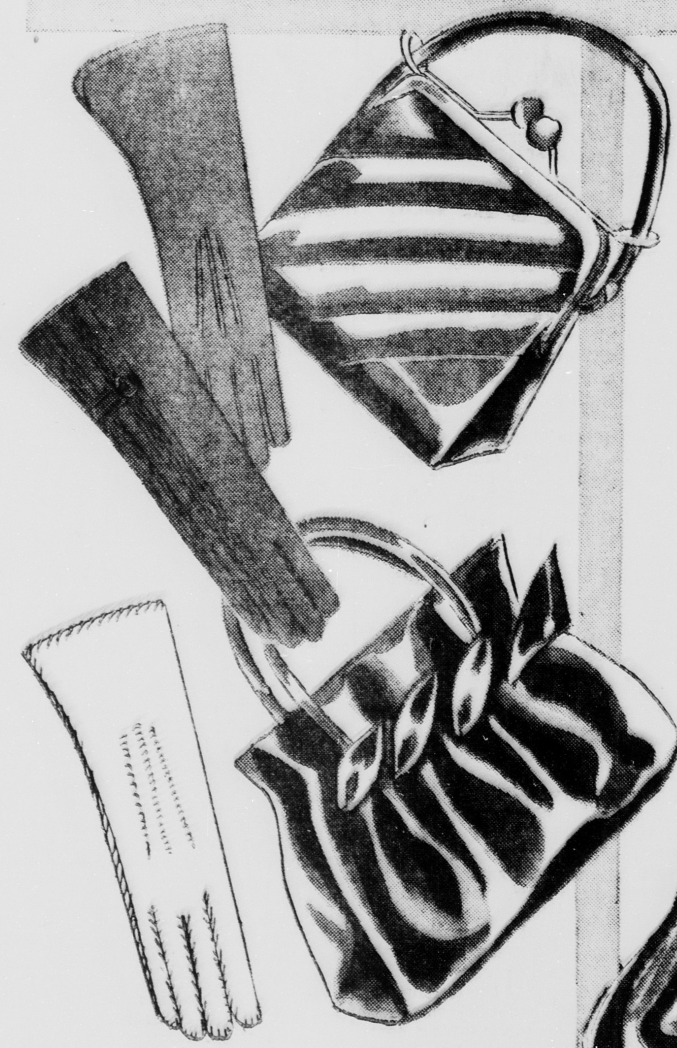


Right: Puffed Sleeve Swing coat with 7-button front. In black nub wool. Size 13.

Footnote: Now Going On—Two Exciting Sales of New Spring COATS

\$8.88 and **\$12.88**
EACH

Fitted coats, swagger coats, toppers, reapers and swing styles in tweeds, fleeces, shetlands, Eponges, boucles, twills and dress fabrics. In a nice selection of the best spring colors. Sizes 11 to 17, 12 to 20, 38 to 44 and 35 to 43 in group.—Downstairs at Ayres.



Shiny Patent Bags

In Black or Japonica to Gleam
Against Your Easter Costume!

\$1.00
EACH

Add color and excitement to your Easter costume with a black or Japonica patent bag. Top handles, swaggers, pouches, shoulder straps, envelopes, or underarms with exciting new details and trims.

Color! Color! Color! Dip Your Hands In These Luscious Colors in New Easter Gloves

\$1.00
PAIR

In cyclamen, beige, gold, spicewood, navy, black, aqua blue, black cherry and white. Made in 6-button or 4-button slip-on styles. Sizes 6 to 7 1/2 in the group.

—Downstairs at Ayres.