

(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!Black Patent Continental heel style  
with open toe. Also  
open toe and  
open heel. Made  
for Easter. Also  
comes in Japonica.\$2.99  
PAIR

High Heel Japonica. Pump with open toe. Also comes in closed back and cutout back. Made in Japonica.

Medium heel Japonica. Pump with open toe. Also comes in black patent.

Open Back Open Toe. Black patent pump with draped trim. High heel style. Also comes in Japonica.

Downstairs at Ayres.

1. PEDALINE straw bonnet with  
conical 'Mother Goose' crown.  
Flower and ribbon streamer  
trim. In navy.2. TINT PEDALINE straw with  
feather and veil trim. Wide gros-  
grain ribbon bandoux. In navy  
with light blue veil.3. WOMEN'S STRAW braid sailor  
bonnet with grosgrain 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. PEDALINE STRAW braid sailor with  
patent leather crown and  
feather quill. Navy with red.5. PEDALINE STRAW mushroom  
sailor with shading crown, flower  
and veil trim. Black with white  
trim.

Downstairs at Ayres.

## Crowning Glories

Look Lovely—Stay Lovely  
in New Straw Bonnets—the  
Fairest of the Season at—\$2.00  
EACH

Team up your Suits With

## BLOUSES

Either Tailored or Feminine!

\$1.00  
EACH\$1.98  
EACH

The 7-Button Fitted Coat!  
The Classic Swag! 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.



## 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.



Footnote: Now Going  
On—Two Exciting Sales of

## New Spring COATS

\$8.88 and \$12.88  
EACH

Fitted coats, swagger coats, toppers, reefers and  
swing styles in tweeds, fleeces, shetlands, sponges,  
buckles, 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  
EACHColor! 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 slipon styles.  
Sizes 6 to 7 1/2 in the group.

Downstairs at Ayres.