



Beauty Treatment for
Spring Costumes!
Handbags
\$1.00

- Top Handles
- Swaggers
- Zippers
- Pouches
- Camel Suede
- Pigtex
- Crepes
- Simulated Patent

Nothing accents an Easter costume as much as a lovely handbag, rich in color and smart in appearance. You'll find a nice selection of styles in simulated leathers of many kinds. Colors are Black Patent, Navy, Beige, Saddle Tan, Dusty Pink, Powder Blue, Red and Gold in the group.

AYRES 

Salute to Easter!
From Junior Corner

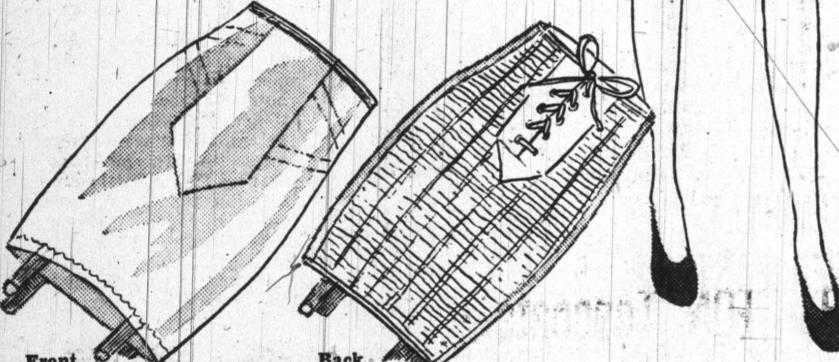
**Junior
DRESSES**
\$3.98

Sizes 9 to 17

Ayres' Downstairs Store Ready-to-Wear salutes the Junior figure with a host of new and young ideas on chintz cloths for spring. Clever details, superb styling . . . all of those little details that discriminating dress buyers demand in dresses. And the most exciting thing about the group is the surprisingly low price. Choose your color from Navy, Blue, Rose, Grey or Black in Prints or Dots.

Other Dresses from \$3 to \$7.98

—Downstairs at Ayres.



That Longer Line Is Yours in
2-Way Stretch GIRDLES

Fashion decrees a longer line that flows smoothly from hip to bust and these versatile 2-way stretch lastex girdles will give you just that. We sketch the front view left and the back view right. Notice the satin panel with light boning and the lacing back. 4 Hose supporters. Color in Tearose. Sizes Small, Medium and Large.

Other Lastex Girdles at \$2.50

—Downstairs at Ayres.

SAMPLE SALE!
Girls' and Tots'
HATS
69c

Also \$1, \$1.29, \$1.50, \$2, \$3

Any Girl's or Tot's Easter will be just perfect with one or more of these very becoming Spring Hats. They're styled for girls after version of mother's New Spring Hat. Felts, Straws and Leghorns in Rollers, Large and Small Brims, Off-the-Face Berets and Scotties. Colors come in White, Copen, Rose, Navy, Natural, Brown, Maize and Green. Sizes 6 to 10 Years and 12 to 16 Years.

Tots' NAVY COATS **\$3.98**

Tots' Navy coats of shetland with white pique collar. Other styles include shetlands and novelty tweeds and all have matching hats. Colors in Navy, Copen and Rose.

Girls' COAT SUITS **\$5.98**

Girls' new spring coats and suits. Suits are 2-piece with suspended skirt and coat. Coats come in princess style of tweed, also open and rose in wool shetland and Navy with white collars. Sizes 7 to 14.

Girls' Sheer Blouses **59c**

All white and pastel colors with lace and embroidery trims. Sizes 7 to 16.

Cotton Wash Frocks **\$1**

Wash frocks in sheers, broadcloth, chambrays and shantungs. Solid colors and floral prints. Sizes 7 to 16.

—Downstairs at Ayres.

**Complete Your Easter
Shopping in Record Time
In This Complete
Store On One Floor**

You have only eight hours to complete your Easter shopping . . . but you can do all of it quickly in this complete store for the whole family! We've anticipated a big last-minute rush, so you'll find plentiful assortments of sizes, colors and styles . . . for every last member of your family . . . of Ayres standard quality . . . offered at the prices you want to pay. Note: We guarantee that all purchases of apparel made before 5:30 Saturday will be delivered in time to wear on Easter.

DOWNSTAIRS



New Spring HATS
\$2.00

If a Lady was permitted to buy only one thing for Easter . . . yes, you've guessed it . . . she would buy a hat! Easter means hats and we've assembled one of the most glorious collections you could wish for. Large brims, small brims, pedalines, swiss braids and rough braids, all in the season's most beautiful colors . . . just waiting here in Ayres Downstairs Store for YOU!

Other Spring Hats, \$1 to \$3.98

—Downstairs at Ayres.

Time for Easter Hosiery
Choose Substandards of

REAL SILK
**De Luxe Chiffon
STOCKINGS**

79c

Hosiery . . . the unsung hero of every costume success! Consider the delicate sheer beauty that fine stockings lend to your costume. You get all of this beauty in substandards of Real Silk and at the same time you save money with their very low price.

"La Sayre" Irregulars, 59c

—Downstairs at Ayres.

Step to the Front for Easter . . . in
"CORLISS"
Spring SHOES



**Style, Arch
and Junior
Shoes at—**
\$2.99 PAIR

- Pumps
- Ties
- Straps
- Oxfords
- Patents
- Kidskins
- Calfskins
- Gabardines
- Alligator Calf

Sizes 4 to 9; Widths AAA to C!

An important Easter selling of Spring shoes well within your budget. You'll find the newest Spring leathers and colors . . . navy, turt tan, beige, brown, cognac and classic black! Many of these shoes are trimmed with elasticized gabardine! The popular saddle oxfords in brown and white are also included in this group! Choose from low, medium and high heels!

Other Spring Shoes \$1.99 to \$5.50

—Downstairs at Ayres.

Charming Accent to Your
Navy Coat or Costume

White Gloves

\$1.00
Pair

Double woven cotton and rayon suede cloth fashioned into charming accents to your Navy coat or costume. Deft manipulation of dull rich fabric gloves will bring the most to your ensemble. They come in classic 4 and 6-button length slippers.

—Downstairs at Ayres.



**Fashion and Value Go
Hand in Hand!**

**DRESS
COATS**
\$10.95

We've selected this exquisite group of Dress Coats with the utmost in fashion, but bearing in mind the fact that budgets must also be considered. We feature the new 1940 long line silhouette. Fashioned in materials of shetland, boucle, twills and wool crepes. Colors in Black and Navy. Sizes for Juniors, Misses and Women.

Other Coats and Suits From \$10.95
to \$19.95

—Downstairs at Ayres.

A STORE



Lend Beauty to the New Suit!
**Rayon Crepe and Batiste
BLOUSES**

Tailored or dressey styles in rayon crepe and batiste blouses. Rayon crepes come in pastel stripes and dots. Batiste blouses in white only. Sizes 32 to 40!

Other Blouses at \$2.00

—Downstairs at Ayres.

\$1.00

**Boys' 4-Piece
SUITS**

**Coat, Vest
and 2 Pr. of
Zipper-Fly
Trousers
All for Only**
\$12.98

Fine quality prep suits in the newest styles for Spring! Expertly tailored in herringbones, diagonals, nubs and cashmeres! Patterns and colors including blues, greys, blue-greys, greens, tans and browns! Hollywood pinch-front coat pleated, zipper fly slacks! Workmanship usually found only in much higher priced garments! Sizes 12 to 18.

Sizes
12 to 18
Stouts at
\$14.98
12 to 18
All for Only



Boys' Spring HATS

\$1.49

Ultra-new pork pies and smart streamlined tyrolean models in the outstanding Prep colors for Spring—teal blue, green, dinsty blue, grass green and bark brown. Sizes 6 1/2 to 7 1/2.

Boys' SHIRTS

79c

Plain whites and fancy vat dyed colors in boys' fine quality shirts. Blues, greens, blues, browns and tans! Reinforced! Sizes 7 1/2 to 12.

Short ankel socks in a wide selection of colors and patterns—reds, greens, blues, browns and tans! Reinforced! Sizes 7 1/2 to 12.