



Beauty Treatment for Spring Costumes!

Handbags \$1.00

- Top Handles
- Swaggers
- Zippers
- Pouches
- Camel Suede
- Pigtex
- Crepes
- Stimulated 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 DOWNSTAIRS STORE

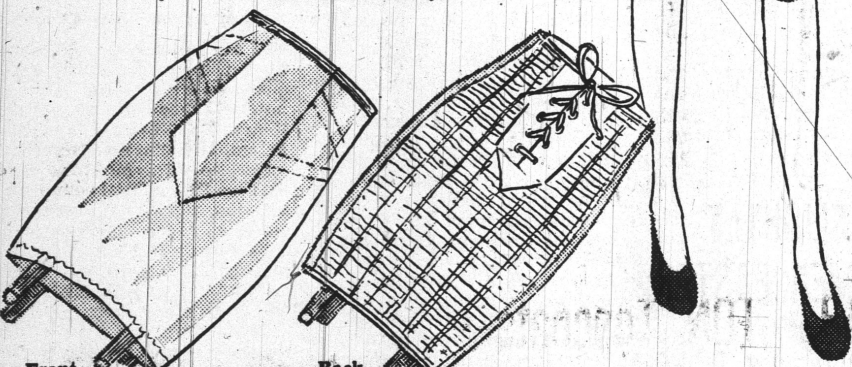
Salute to Easter!
From Junior Corner

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 chic clothes for spring. Clever details, superb tailoring... 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 \$1.00

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 Rose supporters. Color in Tealose. 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 suspender skirt and coat. Coats come in princess style of tweed, also copen 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 shantung. Solid colors and floral prints. Sizes 7 to 16.

Tots' Coat Sets... \$2.00

Parker Wilder wool flannel coat sets for Brother and Sister, with matching hats. Royal, Red and Copen. Sizes 1 to 4 Yrs.

Tots' Sample Anklets... 15c
Sample sale of tots' anklets in deep tone, pastel shades and white. Sizes 4 1/2 to 7 1/2.

—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.



That Hat's the Thing! 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

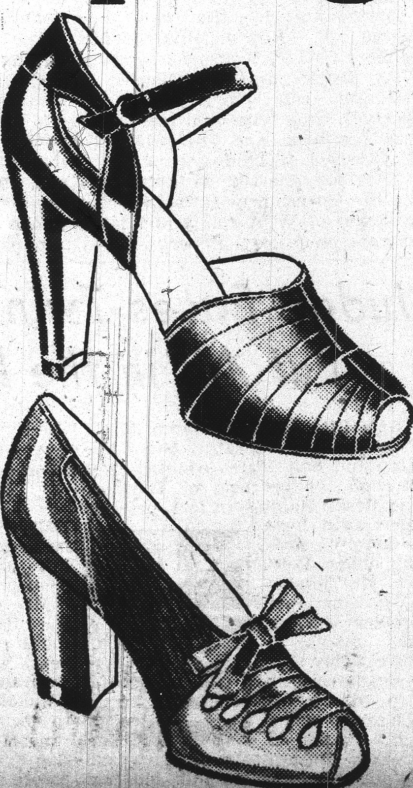
REAL SILK De Luxe Chiffon STOCKINGS 79c

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 slipons.

—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.



Lend Beauty to the New Suit!

Rayon Crepe and Batiste BLOUSES \$1.00

Tailored or dressy 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.

Boys' 4-Piece SUITS \$12.98

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

Sizes 12 to 18
Stouts at \$14.98
12 to 18

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 pin-front coat pleated, zipper fly slacks! Workmanship usually found only in much higher priced garments! Sizes 12 to 18.



Boys' Spring HATS \$1.49

Boys' NEW TIES

Hand tailored rayon ties in bright stripes, checks, plaids and multi-colored designs! Blues, reds, green and browns! Resilient construction.

39c

Better Crew SOCKS

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

25c

Boys' SHIRTS

Plain whites and fancy vat dyed colors in boys' fine quality shirts. Blues, greens and tans. Nicely tailored. Sizes 6 to 14 1/2.

79c