

AYRES' DOWNSTAIRS STORE



For the Easter Parade ... Smart Spring Suits \$12.95

Just in time to make your Easter parading an eventful occasion! And they're so beautifully fashioned you'll hardly believe your eyes when you see the modest price. Fabrics include part wool gabardines and all wool shetland, in dress-maker and tailored styles. Choose from grey, black and brown, plain pastels or stripes. Sizes 10 to 44.

SPORTSWEAR—Downstairs at AYRES'

Budget Priced EASTER ESSENTIALS

All the little things that go into a woman's Easter ensemble are here on one floor, at a price to keep you within your budget. Value is the keynote ... and it's your cue to shop where the latest fashions are available at the lowest price.



Frills on Straw Point Up Your Easter Charm

Tremendous Selection
In Rainbow Hues

\$3.98

Frisly bows and ribbons, garlands of life-like flowers, yards and yards of enchanting veiling ... yes, the feminine charm of eras past has come to light again, lending its sweetness and grace to you this Easter in flattering straw hats. You'll find every true Spring color in the group, in the style that suits you best!

FASHION HATS—Downstairs at AYRES'



Exciting Spring Dresses for Juniors, Misses, Women

\$8.95 Each or 2 for \$13

What a find for Easter day! Lovely fabrics, wanted colors, becoming styles ... all yours at a price so amazingly low you'll want several of these dresses in your wardrobe. There are rayon crepes, spun rayon and printed jersey ... in black, navy, rose, aqua, grey, blue and prints. Sizes 9 to 15, 12 to 20, 38 to 44, 18½ to 24½.

FASHION DRESSES—Downstairs at AYRES'



Famous
"Fruit of the Loom"
Fine Rayon

Classic Tailored Blouses

Sizes 32 to 38
White and Pink \$3.00

Like an exclamation point, this blouse adds emphasis to your Easter suit. Exquisite details make it a thing of beauty ... made by "Fruit-of-the-Loom," famous for quality and workmanship. White or pink, sizes 32 to 38.

FASHION BLOUSES—Downstairs at AYRES'

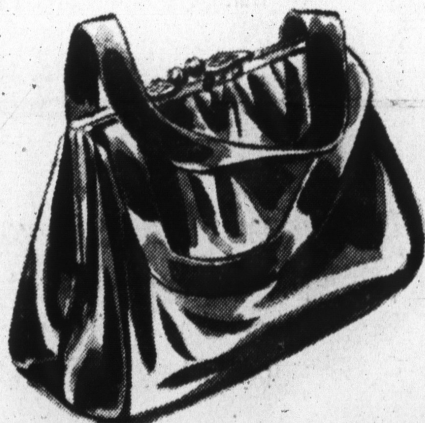


Those Little Extras Make Easter Outfits Completely Pretty!

White Gloves

\$1.00

Petal-white gloves that give your costume a bright-as-a-penny freshness. Washable brushed rayon, sizes 6 to 8. White only.



Top Handle Plastic Patent Bag

\$3.00 Plus Tax

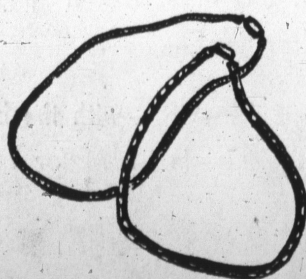
For the woman who likes lots of room, here's a handbag that will hold more than usual. It's rayon lined, with a swinging coin purse. In black plastic patent only.

FASHION ACCESSORIES—
Downstairs at AYRES'

Bright Accents at Your Throat

\$1.00 plus tax

Just a strand of sparkling metal, but what an addition it makes to your costume! In gold and silver finish.



"Even Pul" Foundation

\$7.50

A "must" for today's fashions ... this "Even Pul" foundation with the patented Unit of Vital Control. The cleverly designed panel supports the abdomen, flattens the diaphragm, slenderizes the hips. Complete back lacing means easy adjustment. In women's sizes, 36 to 46.

CORSETS—Downstairs at AYRES'

Sheermode Individual-fit NYLONS

Now At a New Low Price
Full Fashioned Irregulars of
\$1.98 Quality

Now \$1.35 pair

No Seam Nylons, Irregulars of
\$1.65 Quality

Now \$1.15 pair

A great value in nylons! Slight irregulars that are scarcely detectable, won't shorten the life. All fine gauge for exquisite sheerness and beauty, carefully styled to fit. Let us fill out a Fit Analysis Card for you.

HOSE—Downstairs at AYRES'



"Banner Maid" Rayon Crepe Slip

\$3.00

Smartly tailored multi-filament rayon crepe slip in white only. Generously cut skirt has four gores, goes smoothly under any dress. Sizes 32 to 44.

LINGERIE—Downstairs at AYRES'