

AYRES' DOWNSTAIRS STORE

Lovely Fashions for *Easter Paraders* ... Modestly Priced



Navy only. Sizes
18½ to 24½.
\$14.95



Navy and black.
Sizes 18½ to
24½. \$8.95



Navy and black.
Sizes 33 to 44.
\$7.98



Spring Dresses

There's a new interest in polka dots this Spring! It shows up as gay trim for solid color dresses ... or as an all-over pattern in our duco dot dress. See these and other Spring styles in rayon crepe and rayon jersey. Women's sizes 16½ to 24½, 38 to 44 and 46 to 52 in the group.

FASHION DRESSES—Downstairs at AYRES'

\$7.98 to \$14.95

Coats & Suits

Select your Spring coat and suit from this unusually fine group of specially purchased coats and suits, budget-priced to stretch your wardrobe allowance! Coats are all wool covert and suede in long and short styles. Suits come in a variety of fine fabrics, beautifully styled. Women's sizes in the group.

COATS AND SUITS—Downstairs at AYRES'

\$19
Each

CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9:00 TO 5:25

Shop Early Five Days a Week

"Kel-Mar" Daytime Sheers

\$1.15
pair (Irregulars)



Full-Fashioned Nylons for your Easter outfit ... irregulars from a fine maker of women's stockings ... featuring sheerness and durability, a deep welt for adequate gartering area, a run-resistant stripe at the bottom of the welt, and a snag-resistant finish. Choose from smart hosiery colors in sizes 8½ to 10½.

HOSIERY—Downstairs at AYRES'



Roomy Handbags

\$3.00
plus tax

Women love this extra roomy plastic calf handbag for its three compartments, zipper pocket and swinging coin purse. Has convenient top handles, comes in navy, black and brown.

ACCESSORIES—Downstairs at AYRES'

Flower Trimmed Easter Straws

\$3.98

The garden-fresh beauty of these flowered hats makes them perfect for Easter ... with an ageless charm that flatters matrons, and younger matrons, too! Navy, black and grey in the group! 23 Headsize.

FASHION MILLINERY—
Downstairs at AYRES'



Even-Pul

Summer Mesh Corset

\$6.95

✓ Firmly Boned!
✓ Slenderizing



"Even-Pul" foundations control dangerous curves, as you'll discover once you've tried one. It's the ingenious design, the fine workmanship and exclusive patented "unit of vital control" that works the molding magic! Sizes 34 to 44.

Other Styles \$7.95 to \$12.50
CORSETS—Downstairs at AYRES'



Gypsy tie in
black kid, sizes
4 to 10. \$7.95



Punch trimmed
tie oxford in town
brown and black.
Sizes 4 to 10.
\$7.95.



THE AMERICAN GIRL SHOE

Smartly Styled Women's Oxfords

\$7.95

Good looks, plus quality, plus comfort ... that's the formula that makes these "American Girl" tie oxfords the favorite of particular women! Choose your new Spring shoes tomorrow from our wide selection!

FASHION SHOES—Downstairs at AYRES'