

FRIDAY IS BARGAIN DAY DOWNSTAIRS at AYRES

DEPENDABLE MERCHANTISE



AYRES SERVICE • LOW PRICES

1,500 Brilliant New Spring Dress Fashions In a Great 2-Day SALE

*The Cream of the New York Dress Market—at a Very Special Saving*

2 for \$15
(OR ONE FOR \$7.95, IF YOU WISH)

All the resources of this great store were put behind this sale to make it the MOST OUTSTANDING FASHION EVENT of the year. And it comes just in time for Easter choosing! The dresses are marvelous values! All carefully chosen from the stocks of New York's best makers . . . yet, because we bought so MANY, they are priced very low! Over 300 "hand-picked" fashions . . . copies of Paris and American successes! Remember, these are on sale Friday and Saturday only!

Two-piece frock;
skirted blue crepe
printed overblouse
with scarf hipline
and scarf at neck.

Navy blue crepe
skirt with matching
cardigan jacket;
printed overblouse
with ruffles.

Light blue crepe
frock with mock-in-effect
blouse daintily em-
broiled.



Vionnet lines are
shown in this di-
rectoire style. Ge-
ometric patterned
skirt; plaid print.

Black canton frock
with matching car-
digan jacket; smart
contrasting scarf.

Distinctly Di-
rectoire in line is this
two-piece frock.
Wide lapels and
double-breasted
belted.

Two-piece Canton
crepe frock in
beige; long over-
blouse with scalloped
edge; Greek
influence.

Printed point on
black crepe. The
cardigan jacket is
bordered. Pleated
skirt; stitched low.

A pin-tucked ruf-
fe edge lends glory
to this peplum
frock. A dainty
blue ground print;
flared.

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crepe frock in
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