

# AYRES' DOWNSTAIRS STORE

Thursday Morning at 9—Hundreds of  
**BRILLIANT NEW EASTER FROCKS**

Go on SALE  
at—

2 for  
**\$11**

1 Dress \$5.95 1 Dress \$5.95

We are fully prepared for the last three days before Easter . . . with the most amazingly fine assortment of dresses that we have ever offered! Dresses of QUALITY! Dresses so "hot" in FASHION that they will "walk out" in a hurry! Our dress buyer has combed the New York market—and brought back only the "cream!" Styles for junior misses! Styles for women! Styles for larger women!

**In These Smart Fabrics:**

—Bright Prints —Crinkle Crepes  
—Print Combinations —Heavy Sheers

**Over 100 "Hot" Fashions:**

—Short Jackets —Detachable Capes  
—Medium Jackets —Shoulder Capes  
—Mess Jackets —Fur Trimmings  
—Long Jackets —Crisp Organdy Trims

**Every Fashionable Color:**

—Navy —Florals —Reds  
—Black —Stripes —Green  
—Gray —Plaids —Blues  
—Beige —Checks —Yellow

—Downstairs at Ayres, Where Fashions Are Less Expensive.



**Drop Sleeve**

Heavy crinkle crepe in beige, in a jacket frock with lots of charm. Jacket has unusual drop shoulder. Upper part of dress is printed. Junior sizes.

**Epaulette**

Here's a navy blue crinkle crepe frock with black and yellow stripe sleeves. Note the wide, pleated epaulette shoulders. Slim lines. Junior sizes.

**Deep Cape**

Rough crepe is the fabric. Comes in spring blue, navy, etc. Has flattering, sheer white vesee and lacy collar; detachable cape.

**Feminine**

Dove Gray rough crepe frock that has lots of feminine charm—due to double tiered, lace trimmed circular sleeve and scarf neck that ties in back.

**Furred Sleeve**

These frocks with furred sleeve jackets are going like "hot cakes!" This one has short sleeves; comes in spring blue with gray fur.

**Mess Jacket**

This type of Sunday Night frock is a winner! A fine, heavy sheer in black with white organdy flower for accent. The white mess jacket is in crinkle crepe.



**There's a Reason . . .**  
Why These Beautiful  
**All-Silk Slips**  
Are "Best-Sellers" at—

**\$1.00**

In fact there are SEVERAL REASONS! They are made of fine quality French finished silk crepe! All are fitted, bias-cut styles. They are beautifully lace trimmed at top and hem. Either straight top or deep V-neck. Extra full cut; well tailored. Sizes 34 to 44.

—Downstairs at Ayres.



**Sale!**  
Special Purchase of  
**New Straws**

**77c**

Tomorrow a big purchase of better quality hats goes on sale for the first time . . . at a price that will put an "Easter bonnet" on every head! There are rough straws, smooth straws, lacy straws, and a few crepe turbans. They are mostly brim styles—in a big variety—for matron and miss. Many have the new flat velvet flower trims—some feather trimmed! All headsizes.

—BLACK —NAVY —GRAY —BEIGE

—BROWN —GREEN —BLUES —REDS

—Downstairs at Ayres.

**More Real Smartness**  
Can't Be Found in  
**Easter Coats**  
And They Are Priced at Only—

**\$10**

Whether you are a junior miss or a woman, we have YOUR coat at this very moderate price! Coats with fur-edged removable capes and scarfs! Coats with the new, wide tray-shoulders! Silk scarfs! Fitted lines. Tailored lines. And in every wanted spring color. Sizes 11 to 48.

—Downstairs at Ayres.

**A Complete Department Store on One Floor—Downstairs at Ayres**