

# 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
- Print Combinations
- Crinkle Crepes
- Heavy Sheers

### Over 100 "Hot" Fashions:

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

### Every Fashionable Color:

- Navy
- Black
- Gray
- Beige
- Florals
- Stripes
- Plaids
- Checks
- Reds
- Green
- Blues
- 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.

#### Epaulettes

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 vesice and lacy collar; detachable cape.



#### 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 organdie flower for accent. The white mess jacket is in crinkle crepe.

#### 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.



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

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.

**\$1.00**

—Downstairs at Ayres.



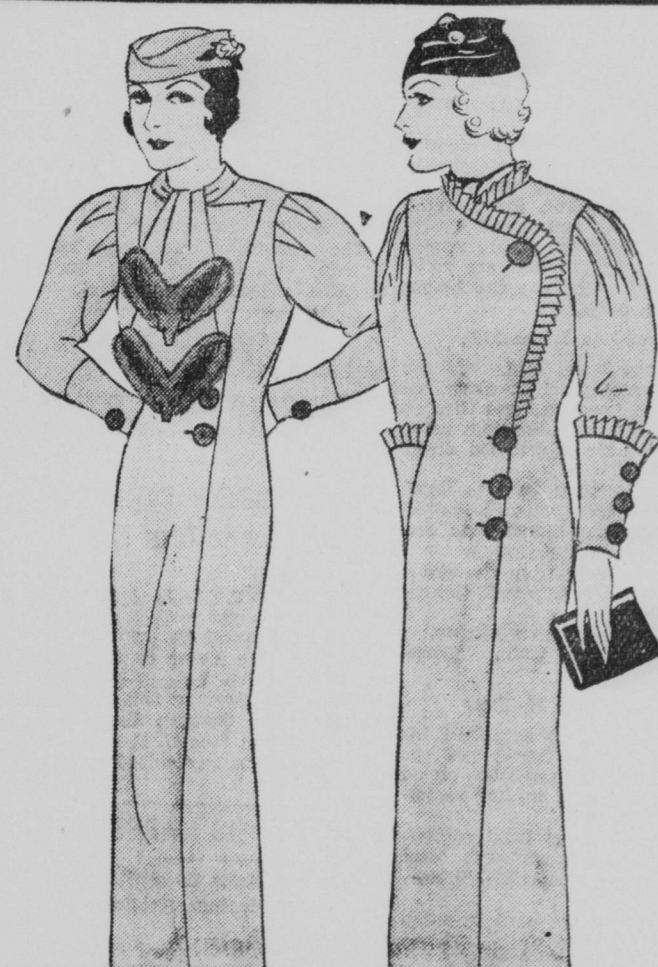
**Sale!**  
Special Purchase of  
**New Straws**  
**77c**

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 head sizes.

- 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—

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.

**\$10**

—Downstairs at Ayres.

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