

# AYRES' DOWNSTAIRS STORE



A Great Special Purchase!

## "Shardisheen" SLIPS

At a "Lowest-Ever" Price!

88c

You'll be AMAZED when you see these slips—amazed that such QUALITY could be so low priced! In fact, this is the FIRST TIME that "Shardisheen" slips have been offered at such a saving! "Shardisheen" is a very fine new-process rayon with a beautiful French finish—heavy—and durable—and guaranteed not to "pull" at seams. Four styles are bias-cut—one is made with four gores! All styles except one are lace trimmed! Straight or California top! Sizes 34 to 44. Flesh or tea rose.

—Downstairs at Ayres.

Don't Let a "Run"  
Spoil Easter for You!

BE CONFIDENT! Wear  
SUBSTANDARDS of

REAL SILK

DeLuxe Hosiery

2 PAIRS 80c

Protected by 10 Guardsmen:

1. 100% FRESH SILK!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep  
Point!
5. Triple-Fast Dyes!
6. Flat-Sole!
7. Cradle Dura-Foot!
8. Grenine-Sealed Silk  
Yarns!
9. TWO-WAY Run-Stop!
10. Positive Heel-Guard!

—Downstairs at Ayres.

# Great Pre-Easter SALE New Spring Dresses

*Our Most Important Ready-to-Wear Event of the Whole Year  
in Which We Stress QUALITY and FASHION . . . . .*



## For Women and Junior Misses

### Half-Size

A triple sheer frock in navy blue. Has surprise closing with white revers. Sleeveless jacket has full cape. Size 16½.

### Wool Coat

A beautiful floral printed frock with a wool swagger coat give you your "money's worth!" Ascot scarf neckline; kick pleats. Size 20½.

### Floral Print

A dress that looks "two-piece!" Brown grounds with yellow and coral flowers—and yellow organdie collar and cuffs serve as accent! Misses' sizes.

### Furred Jacket

A sophisticated dawn gray rough crepe frock with pleated cap sleeves, gathered yoke, a self fabric jabot—and a jacket with furred cuffs. Misses' sizes.

**2 Dresses  
for \$15  
(OR ONE FOR \$7.95)**

OUR buyer just returned from New York with the "HOTTEST" dresses we've seen in many months! She "skimmed the cream" from the market and brought it home with her! We've shopped other stores to compare values . . . and we are confident that here are the smartest fashions in town at this popular low price! Come early for first choice!

### These Smart Fabrics:

- TRIPLE SHEERS
- ROUGH CREPES
- FILMY NETS

- SPRING FLORAL PRINTS
- CORDED CREPES
- FINE TAFFETAS

### More Than 100 Styles:

- FINGER-TIP JACKETS
- SHORT JACKETS
- CARDIGAN JACKETS
- MESS JACKETS
- WOOL JACKETS
- RIPPLING CAPE

- FRILLY JABOTS
- CRISP COLLARS
- COLOR CONTRASTS
- FUR TRIMMINGS
- GRADUATION FROCKS
- LOTS OF PLEATS

—Downstairs at Ayres, Where Fashions Are Less Expensive.



## Styles for Afternoon, Evening, Street, Sports and Business Wear

### Tray Shoulders

Ultra-smart cored crepe ensemble in dove gray! Three-quarter swagger jacket with new tray shoulders and white pique notched collar, red belt. Misses' sizes.

### Print Sleeves

Navy blue, triple sheer frock with huge puff sleeves in orange, white and navy print. Smart surprise closing with colored buttons. Women's sizes.

### Graduation

Pink sheer net with a heavy rayon satin underslip! Lots of horizontal tucks; four rows of ruffles; flower-trimmed cartwheel sleeves. Juniors' sizes.

### Cape Sleeves

A gay floral print on gray grounds. Has lots of feminine charm, derived from a full rippling double shoulder cape. Sizes for misses.

### Print and Plain

A beautiful three-piece dress in navy blue sheer with an overblouse and scarf in dark bordered print. Jacket has cape sleeves. Size 22½.

### Bridesmaid

Breathtakingly beautiful formal frock in a choice of light pastel rough crepe. Has closely ruffled net, removable shoulder cape, matching muff. Junior sizes.

### Long Jacket

Spring blue rough crepe. Dress has epaulette-like cap sleeves. Perky bow at neckline. Three-quarter jacket has short, furred sleeve. Misses' sizes.

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