

AYRES' DOWNSTAIRS STORE

To Our— "JUNIOR MISS" SHOP For... Graduation Frocks

That Will Win
Top Honors
in Fashion!



\$2.95

"Let every high school Miss graduate with Fashion Honors" proclaims this charming little frock! In lovely, sheer georgette... spotless white... with frivolous organdie flowers at neck... and triple-tiered, ruffled sleeves.

\$7.95

"Oh's" and "Ah's" aplenty greeted this frock in our recent Graduate's style show! See it tomorrow and you'll gasp, too. In delicate pink flat crepe with a detachable cape and muff of closely ruffled net.



\$5.95

And is THIS a "honey!" Crisp, "swishy" white organdie with embroidered yellow dots! A deep shoulder cape and shoulders, both edged with deep, frilly ruffles. A yellow rayon taffeta girdle completes the "picture!"



A brown-eyed daisy print that will say "... loves me!" Has a ripple of soft white organdie at neckline, a frivolous organdie flower — and four-tiered short sleeves! Trim, slim, girlish lines!

and at...
\$3.95

A business-like, studious looking frock that should earn "A plus" in anybody's classroom. In navy blue rough crepe—with pleated puff sleeves. Three buttons and a double row of fluting concentrate attention at throat.

Undergraduates Will Snatch These Dresses for Classroom Wear!

Sorry we could only sketch three of these perfectly gorgeous daytime frocks! There are dozen of others equally good looking... really "high fashions" that will emphasize "it!" Jacket frocks, crepes, lots of frills and ruffles, snappy prints, and color contrasts. In sizes 11 to 17.

Dainty white flowers on a delicate blue background—printed on heavy sheer crepe! Soft white crepe adds flattery at the neckline. No sleeves... but a perfectly heavenly deep shoulder cape makes sleeves superfluous.



Wanted Colors:

- Navy Blue
- Black
- White
- Gray
- Beige
- Powder Blue
- Eleanor Blue
- New Greens
- New Reds
- Brown

New Millinery

Is Sophisticated—or Demure

—but
Priced **\$1.98**
Low!

What's your type? Do you go in for masculine sophistication, or do you prefer to be femininely demure? Whichever you are—remember, your hat lends EMPHASIS to your type! They are all here—hats that point to the sky, hats whose crowns lie low, hats with matronly brims, and hats which proclaim youth! In important straws.

—Downstairs at Ayres.

Special for Saturday!

Steak Luncheon
25c

Steak with vegetables, roll and butter, and tea, coffee or milk—very special for Saturday. Meet the family in Ayres Downstairs Luncheon... then shop in our complete Downstairs Department Store!



- White
- Beige
- Blue
- Brown
- Black

Foot-Flattering Shoe Fashions

Need Not Cost More Than—

\$2.95 PAIR

Shoes to fit your feet! Shoes to match your costume! In a big assortment of oxfords, ties, pumps, straps and sandals... every one up to the minute... and foot flattering! Included are our fine hand-lasted "Sabruvia" shoes, and our own "Corliss" brand. In sizes 3 to 9—AAA to C.

—Downstairs at Ayres.

Beautiful New Sheer Frocks For Little Miss 7 to 14

"As cute as the dickens" you'll say—and immediately want a couple for your own Grade School Miss! In new printed organdies, voiles, lawns and fine percale prints. Sleeveless or puff sleeves, some embroidered, lots of ruffles and pleats and "such."

—Downstairs at Ayres.



Spring's Newest Coats ... Have Just a Bit of Fur or No Fur at All!

With Easter in the background, demand for coats with the longer furs "and lots of it" is waning! Newer coats gain their smartness from small bits of fur accent on collar, scarf or sleeve—from wide rever collars—from self-fabric scarfs—or from their slim, feminine lines. Sizes for misses and women.

\$8.95
TO
\$16.75



\$16.75

Tailored simplicity lends enchantment to this woman's sports coat. Wide, stitched revers tend to "widen" the shoulders—and the sleeves, puffed above the wrist, are very new.



\$10.00

Black velvet! Shimmering and richly luxurious! And NEW! Made with big, generous puffed sleeves—and a self-scarf, that you can tie in Ascot fashion or in a perky bow. Can be worn for evening.



\$16.75

Here is one of the coats with "just a bit" of fur trimming! ... A flat-fur Ascot scarf... which can be replaced with a gay colored silk one. Clever drop-shoulder treatment and smart sleeves.



\$3.00

And here is a matron frock that will be hard to equal at twice this price! It is a beautiful lace print on brown grounds. Made with flowing, drop-shoulder sleeves and surprise front closing.

\$2.00

The very newest of new sports frocks! In a soft new "Doveskin" fabric that you'll love! Small white checks on bright grounds. Choice of several styles equally as charming as one sketched.

\$3.00

Isn't THIS a knockout! In navy blue with white "Velvetray" dots (that won't wash out). Sleeves, vestee front and wide collar are in bright red crepe. Lots of other "missy" styles equally as full of pep!

There's Fashion Aplenty in These New Daytime Dresses

Our Lower-Price Dress Department neglects no one! There are fashions for misses and little women—and fashions for women and larger women! Beautiful styles for sportswear, for the office, for street wear, and many smart enough for afternoon wear! It's really remarkable the values you get for \$2 and \$3! There are rough crepes, new sand crepes, floral prints, dotted prints, "Velvetray" dots, and print-and-plain combinations!

—Downstairs at Ayres.

Visit Our New Popular-Priced Furniture Department for "HOT" Values!