

## It's "Spring Fashion Week"

Downstairs at AYRES



A navy blue jacket type dress with white pique detachable collar and cuffs. Remove the jacket . . . you've another smart dress . . . \$7.95

An utterly adorable pencil skirt with splashes of bright red to add color. Notice the sleek fitted lines of the skirt . . . \$7.95

A best seller. Big dots on navy blue with plain jacket and large organdy bow lends a note of glamour to youth . . . \$7.95

Here's a spring beauty in rose beige. Has 3/4 length sleeves and a charming white waffle weave pique neckline trim . . . \$7.95

Smart women get into the navy blue coat with ascot tie trimmed in galyac. It has those cunning Russian lines also . . . \$16.75

Smart women prefer a beige coat with fur trim for the Easter parade, especially since it's very smart and inexpensive . . . \$16.75

A navy jacket suit that will suit your taste for smartness and thrift. Note the wide windblown, fur trimmed collar . . . \$16.75

A 2-piece suit that's an eye-catcher. Note the long streamlined coat that fits slick as a whistle and the huge fur cuffs . . . \$16.75

## SATURDAY REVIEW OF SPRING FASHIONS

## New Streamlined Dresses

Daytime Frocks  
Afternoon Frocks  
Business Frocks  
Sunday Nite Types  
Jacket Types

**\$7.95**

Crepes  
Heavy Sheers  
Ribbed Sheers  
Cantons  
Prints  
Combinations

Spring Tested Fashions! Most every one has had a successful start toward spring by appearing in our spring fashion show Thursday . . . and every one was gloriously received with Oh's and Ah's of many excited admirers. We've gathered together this great selection of correct fashions for spring in women's and misses' sizes. With every fashion detail and every spring color you've seen in fashion magazines . . . and that you've wished for. Hurry! Hurry! Before our complete selection is broken!

—Downstairs At Ayres.

## New Coats

for Sports or Dress

**\$16.75**

Our new spring coats are slim, trim and slick as a whistle and ready to score a huge triumph in the Easter parade. Streamline silhouettes, windblown details are the outstanding rules for smartness. In swaggy or casual styles with decidedly fitted lines. Some have cape effects. Tweeds, tweedy fabrics and wool crepes in Women's or Misses' sizes.

—Downstairs At Ayres.

Every Spring Wardrobe Needs a

## Spring Suit

**\$16.75**

We've specialized in spring suits this spring . . . and we know everything about them that's to know. They're streamlined and have windblown details. Others rush into the fashion picture with severely Russian Cossack lines. And still others depend upon their sleeve interest and bright colors to capture the fancy. Sizes for Women, Misses and Juniors.

—Downstairs At Ayres.

## IT PAYS TO BUY QUALITY HOSIERY

Choose Irregulars of

# REAL SILK

## DeLuxe Chiffon Hosiery

Yes, it pays to buy quality hosiery such as our Real Silk DeLuxe. You'll get more "EXTRA" mileage, more sheer beauty, more beautiful hosiery shades at a cost far below the average. Real Silk DeLuxe are made from the freshest of silks, by the latest methods of manufacturing and protected by those 10 nation wide famous Guardsmen to beauty that all you wise women know about by heart. Choose from all the brand new spring hosiery shades in sizes from 8 1/2 to 10.

—Downstairs At Ayres.

**60c**  
PAIR

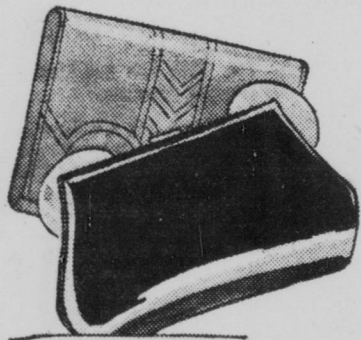
## Spring Handbags

To "Go With" Spring Clothes

**\$1**

Compliment your new spring dress, suit or coat with a stunning handbag at a stunningly low price. In simulated rough leathers or patent leather in pouch or under arm styles. All the spring tested colors, too, red, navy, beige and black.

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- Black
- Beige
- Brown
- Navy
- Gray

# This Picture Hat

## Has a Bonnet Back

**\$2.49**

A demure hat goes sophisticated and becomes utterly beguiling. Here's a big hat with all the comfort of a beret! It lies flat. You've no more uncomfortable digs in the back to remind you you're paying for the flattery of a wide brim. And you look, in it, as a woman can only in a picture hat. Note how the wide band crosses smartly on the side to catch all the roving glances from the envious.

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You Get Extra Quality and Beauty in This Pre-Easter SALE!

# Pure Silk Lingerie

CHEMISE  
PAJAMAS  
GOWNS  
SLIPS  
DANCE SETS

**\$1.84**

Also Panties Petticoats at \$1.34

Every garment is made of pure silk crepe of excellent quality. The tailoring and style of each garment is superb . . . and the laces are so frothy and utterly feminine they'll take your breath away. You'll find your size in blush rose or white from some 2400 brand new, fresh, clean garments.

Bemberg Slips . . . \$1.59

Lace top and bottom with double panel. Knitted bemberg that will not run. Adjustable straps. White and tearose. Sizes 34 to 44.

—Downstairs At Ayres.



There's a Definite Shoe for Every Costume— and You'll Find the Right One Among Our

# New "Corliss" Shoes

Sizes 3 to 9

**\$3.95**

Widths AAA to C

The trend for better form in dressing makes women more fastidious in their choice of shoes. They want a definite shoe for each costume. They want a tailored shoe, a dress up shoe, sportsy type of shoe and of course an oxford. "Corliss" shoes are made for smart women with a flair for thrift and value. Choose yours tomorrow for the Easter parade and for early summer wear.

Blue  
Black  
Brown  
Gray  
Patent  
White

Rough Leathers  
Kidskins  
Ties  
Pumps  
Straps

—Downstairs At Ayres.



# We're Introducing a Brand New "KABO-ETTE" Brasselette

A Youthful All-in-One Garment

**\$3.50**

Made of "lastex" that stretches two ways and can't "ride" up. That's why this garment has created a sensation among the youthful women around town. It gives them all the freedom their active young lives crave and at the same time it keeps them in shape for one thrilling fashion success after the other. Small, medium and large sizes.

NOTE: Tomorrow is the last day to bring Your Corset problems to Miss Swanson. Expert corsetiere from KABO. No obligation whatsoever.

—Downstairs At Ayres.

# AYRES ★ DOWNSTAIRS ★ STORE