

Choose These FASHION STARS In AYRES DOWNSTAIRS Store

Steer a Straight Course to the Junior-Miss Shop Tomorrow—Get Yourself Ship-Shape for Easter in



A. The Navy Blue
Jacket Dress
\$6.98

You'll score a bulls-eye in this 2-piece style jacket effect dress with crisp, white organdy collar and cuffs. Note the Gibson Girl shoulders. A size 11.

B. The Button Front
NAVY COAT
\$13.95

The Gibson Girl shoulders, the button all the way down the front full length style is first class fashion news. White pique collar is smart. Size 13.



We Believe in a Strong Navy Program for Spring . . . And We've a Fleet of New Navy Coats, Suits and Dresses in Sizes 11 to 19 and 14 to 20!

Navy flashes into first place as this spring's smartest fashion for the "Junior-Miss." We believe in a big navy program for the spring season. First, because it's always a classic . . . because it's more important than ever (no fashion story is at all complete without a big headline for navy)! Finally, because at moderate prices, as you'll always find in the "Junior-Miss" shop, navy always looks like a lot more. We urge you to steer a straight course tomorrow to the Junior-Miss shop and take advantage of this complete Pre-Easter selection of navy "hits"!



C. The Gibson Girl
Navy Suit Dress

\$10.75

When the jacket slips off the blouse top is of yellow organdy. Slim and wasp waisted. This is a new ultra smart style. Size 11.

D. The $\frac{3}{8}$ -Length
Navy Coat Suit

\$14.90

Join the navy in a beautiful fitting 2-piece navy suit with a $\frac{3}{8}$ length coat that can be used for other costumes. Size 20.

E. A "Sailor-Maid" Box Type Swagger Coat

The designer has taken the gobs' serviceable pea-jacket for their cue. Note the pockets and collar and big buttons. A size 15.

\$10.75



F. The Navy Blue Fur-Trimmed COAT
\$22.50

Beautifully tailored and glamorous with the gorgeous fur collar. Fully lined. Rough weave fabric. A size 14.

G. Shipmates Forever!
Redingote With Print
\$6.98

The navy redingote which can be worn separately is Gibson Girlish. The print is a beauty in multicolored blue tones. A size 11.

H. The Sheer $\frac{3}{4}$ -Length Navy Suit Dress
\$10.75

Detachable white organdy collar is the signal of smartness. The coat is the new Gibson Girl type. Size 11.

I. Anchors Aweigh!
2-Pc. Navy Dress
\$3.98

Anchors and stars with white braid give this dress a very nautical air. White satin tie. Elbow sleeves. Size 13. Others, 11 to 19.



—Downstairs
at Ayres
—Where Correct
Fashions
are LESS
Expensive!



Here Are All the High-Ranking Colors and Styles to "Go-With" Navy Costumes!

Easter Hats

\$2.00

Maize
Red
Gray
Green

Violet
Brown
Luggage Tan
And Navy

These eight smart "go-with" navy colors in brims, turbans, sailors, wateaus and Gibson Girl styles score a bull's-eye for any costume. Felts, viscose, rough straws, pedalines and sisal materials are the best of spring materials. Head sizes 22 and 23.

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We've 8 Smart Hosiery Colors to "Go-With" Navy!

SUBSTANDARDS of

REAL SILK DeLuxe Chiffon HOSE

69c
PAIR

Since this is a navy season any one of the following 8 smart shades. Navy of course, Snappy, Pago, Distingué, Toasty, Dove-Taupe, Burntude and Toasty. These colors include shades from light to the popular coppery tones. You'll find Real Silk DeLuxe Chiffons are beautifully sheer. And remember they're protected by patented Real Silk features for long service. Sizes 8 1/2 to 10 1/2.

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"Go-With" Navy Bags

\$1.00

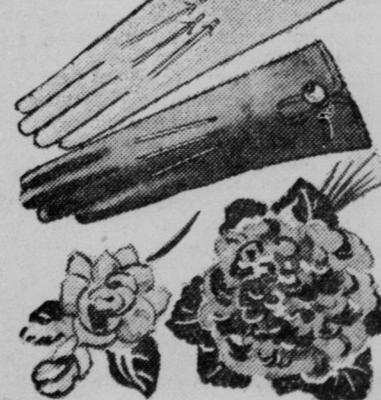
We've a remarkable cargo of simulated leather bags and patent leather bags in all shapes and sizes. Here are the colors. British tan, gray, brown, red, green and navy of course. The same colors also in polka dot styles.



"Go-With" Navy Gloves

\$1.00
PAIR

Washable bengaline fabric gloves in novelty, pull-on styles. Choose from these "go-with" navy colors. Violet, green, red, yellow, natural, brown, white and navy of course. Pastels in pink, peach, blue and lilac. Sizes 6 to 7 1/2.



Colorful Boutonnieres

59c

A bright colorful flower on the lapel of your suit or coat will be a grand dramatic touch for your navy costume. You'll find field flowers, carnations, daisies, gardenias and violets in this group.

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Here Are the Correct Styles and Colors to Wear With Navy Costumes!

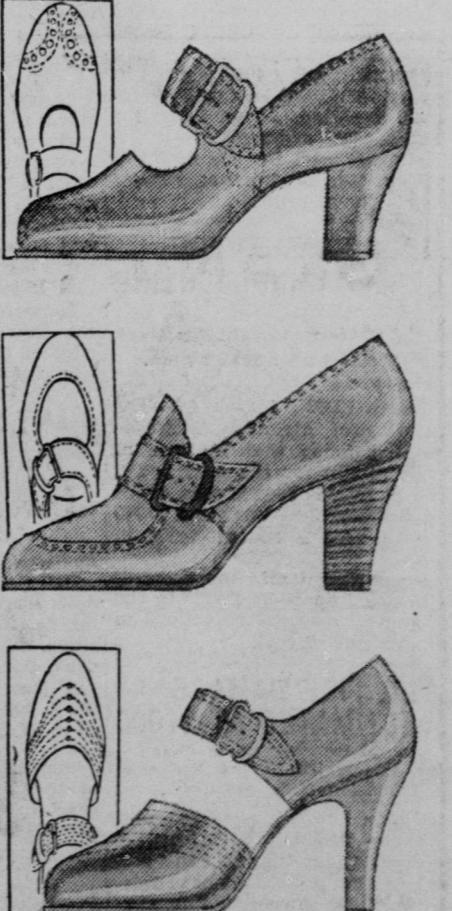
"Corliss" Style Shoes

\$2.99
PAIR

Brown! British Tan!
Gray! And, of Course, Navy!

With these four colors you'll be able to work up any costume scheme you've planned for Easter. Corliss style shoes are the ultimate in quality and service with lines that are right up to the minute. You'll find styles in pumps, buckles, ties, straps and oxfords with low heels, medium heels and high heels. Sizes 4 1/2 to 9, AAA to C.

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