

# Choose These FASHION STARS In AYRES DOWNSTAIRS Store



Here Are Two Colorful Ideas for a Smart Easter Appearance!

**\$6.98**

A "Junior-Miss" jacket type dress in lilac. The Gibson Girl sleeves is first-rate fashion news. Just one from a complete Easter selection of styles and colors. Sizes 11 to 19.

**\$3.98**

A colorful yellow and lilac print dress will be your passport to Easter chic. Note the loose flowing sleeves and neckline with pleats all around. Sizes 11 to 19 in this group. At this low price.

—Downstairs at Ayres.



The Perfect Touch for Your Suit!

**"Linen-Lady" Blouses**

Nine colors — count them... white, maize, aqua, navy, brown, lilac, dubonnet, green and bittersweet. "Linen-Lady" blouses are smart tailored styles of hanky linen—with exciting button trims. A large assortment of styles in sizes 32 to 40.

In 9 Colors!

**\$1.98 EACH**

—Downstairs at Ayres.



## Colorful New Easter Bonnets

To Top-Off Your Spring Outfit and Head the Easter Parade!

**\$2.00 Ea.**

To top off your Easter costume and turn the smartest heads we suggest one of these color Easter bonnets. We're prepared for the last-minute rush with complete and new assortments of all the latest styles and colors with flower, veil, ribbon or fruit and vegetable trims. Sizes for women of every age.

—Downstairs at Ayres.

Brims  
Bretons  
Gibson Girls  
Homburgs  
Turbans  
Straws  
Fabrics  
Felts  
Navy  
Gray  
Black  
Violet  
Maize  
Green  
Red  
British Tan

See Colleen Moore's Doll House

**Gray! Beige! Tan! Black! Navy! Brown! White!**

These Are the Outstanding Shoe Colors for Your Easter Costume!

## "Corliss" Style Shoes

**\$2.99 PAIR**

Color travels to your toes in fascinating "Corliss" shoe styles. Here we present 3 ideas from a big variety of styles and leathers suitable for spring. These seven colors are keys to smartness for any costume and any occasion. You'll find the styles are new and exciting... you'll find the leathers serviceable and the construction comfortable. Sizes 3 to 9 and widths AAA to C in the group.

"Bucko"  
Kid  
Calf  
Patent  
Suede  
Combinations

Square Heels  
Square Toes  
Flat Heels  
High Heels  
Medium Heels  
Sandals

Straps  
Pumps  
Buckles  
Oxfords  
Ties  
Wide Straps

—Downstairs at Ayres.



We Have an Untrimmed Coat for You No Matter What You Choose!

**\$13.95**

A "Junior-Miss" box-type 3/4-length swagger coat in a pale pastel blue. The boyish collar and the loose flowing lines are perfect fashion details for Easter. Sizes 11 to 19 in the group.

**\$16.75**

The navy blue coat with big white buttons is a perfect style for wear with your bright print or pastel colored dress. Fully lined for warmth. Belt all around for chic. Sizes 14 to 20.

—Downstairs at Ayres.

The Smartest Legs in the Easter Parade Will Wear Beautiful

Substandards of **REAL SILK** De Luxe Chiffon Hose

**69c Pair**

In 12 Smart Spring Colors!

Copper  
Burntude  
Pago  
Taypes

Snappy  
Sunbrown  
Grays  
Distingue

Toasty  
Misty  
Browns  
Navy Blue

You'll find "Real Silk" deluxe chiffons far superior in beauty and service than many first quality hose around this price. They're sheer, beautiful and protected by Real Silk's 10 exclusive patented features. Sizes 8 1/2 to 10 in the selection.

—Downstairs at Ayres.

A Riot of Colors—Fresh as Spring!  
A Galaxy of Styles—Exciting as Easter Morning!

## COLOR in BAGS

—Downstairs at Ayres.

We've eleven different colors for you in this big selection of Easter handbags. In crepes, rotolacs, simulated leathers, gabardine materials, moroccos and patents. Pouch, underarm, zipper and envelope styles in a variety of sizes.

**\$1.00 EACH**

Red Gray  
Green Navy  
British Tan  
Black  
Brown  
Light Blue  
Pink  
Violet  
White  
Patents  
Gabardine  
Simulated  
Leathers

Fashion Says—"A Bright

**COLOR**

Under Dark Dresses"

We've 11 Colors in

**"Romantic" SATIN CREPE SLIPS**

**\$1.59 EACH**

White Green Rust  
Navy Black Brown  
Gray Plum King Blue  
Dubonnet Tea Rose

Show a flash of color under your dark dress this Easter. Our washable "Romantic" satin crepe slips with California V tailored tops is just what you want. Sizes 34 to 44.

—Downstairs at Ayres.



We're in Complete Agreement With Fashion on the Subject of

## COLOR in GLOVES

Here Are 21 Colors in Washable Fabric Styles

—Downstairs at Ayres.

Easter hands single out bright colors to go with new outfits... and we've a complete selection of styles and colors at one low price. Bengallines, "shansheens" and double woven fabrics in "shortie," pull-on and novelty cuff styles. Sizes 6 to 7 1/2 in the group.

**\$1.00 PAIR**

Bright Green  
Violet  
Toquet Blue  
Black  
Charols  
Lilac  
Pink  
Sulphur Yellow  
British Tan  
Luggage Tan  
Sky Blue

White  
Coral  
Red  
Gray  
Navy  
Brown  
Yellow  
Beige  
Light Blue  
Light Green

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