

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

In 9 Colors!

\$1.98 EACH

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

—Downstairs at Ayres.

COLOR in BAGS

—Downstairs at Ayres.

We've eleven different colors for you in this big selection of Easter handbags. In crepes, rodolacs, 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

AYRES A Downstairs STORE

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.

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
Wide Straps
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 $\frac{3}{4}$ -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.

—Downstairs at Ayres.

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 Burntnude	Snappy Sunbrown	Toasty
Pago	Grays	Misty
Taypes	Distingue	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 8/2 to 10 in the selection.

—Downstairs at Ayres.

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.



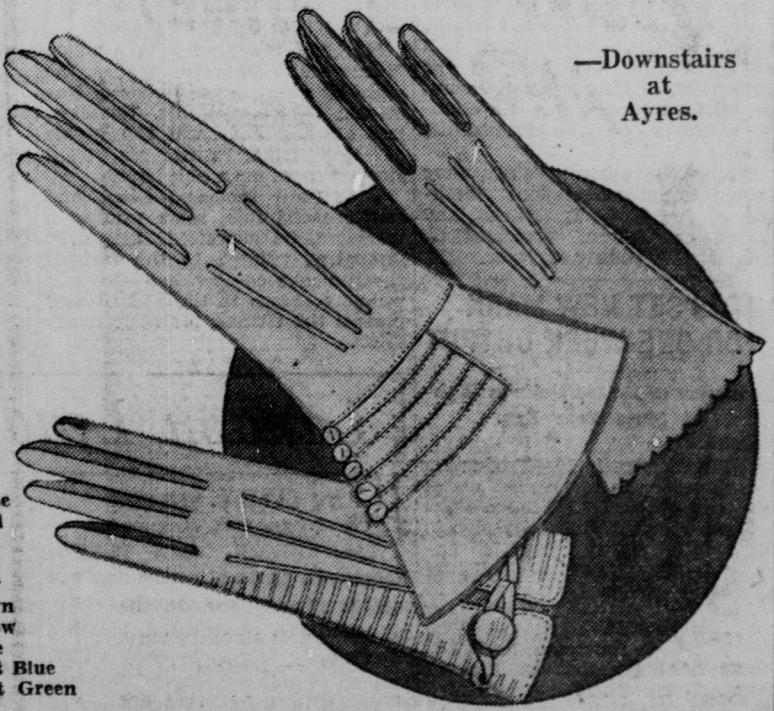
We're in Complete Agreement With Fashion on the Subject of

COLOR in GLOVES

Here Are 21 Colors in Washable Fabric Styles

\$1.00 PAIR

Bright Green Violet Toquet Blue Black Chamois Lilac Pink Sulphur Yellow British Tan Luggage Tan Sky Blue	White Coral Red Gray Navy Brown Yellow Beige Light Blue Light Green
----------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------



—Downstairs at Ayres.