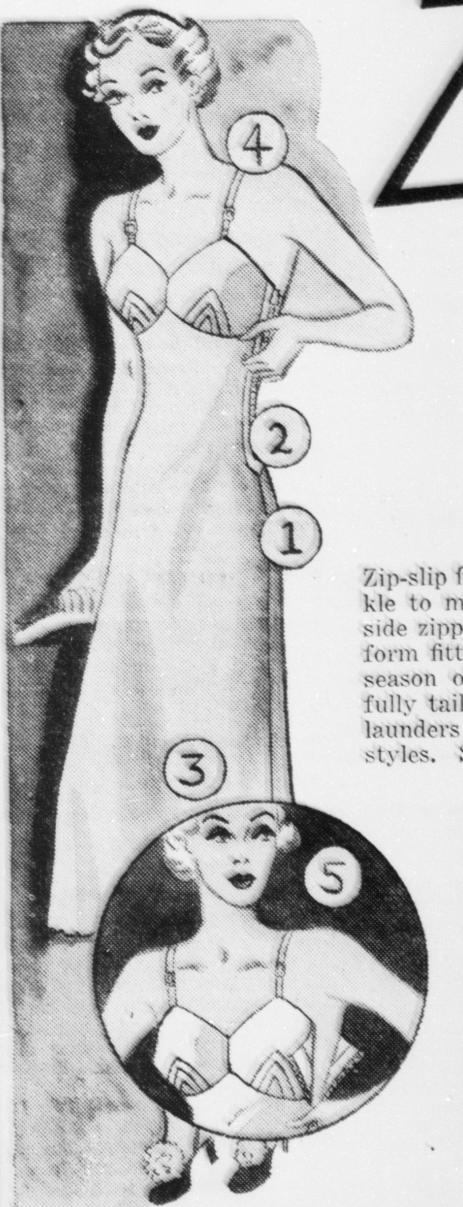




See  
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For More  
Ayres Downstairs  
Store News!

FIRST TIME AT THIS LOW PRICE  
THE REVOLUTIONARY NEW



With Uplift Zipper  
Brassiere Top!

**\$1.00**  
EACH

Zip-slip fits as smooth as a glove, not a wrinkle to mar the surface, for the convenient side zipper closing gives you that important form fitting silhouette, so important in this season of fitted Princess fashions. Beautifully tailored in a sturdy rayon fabric that launders like a charm. Lace or tailored styles. Sizes 32 to 40.

- 1 Double lock cord seams that will not pull-out!
- 2 Concealed zipper to keep metal from touching skin!
- 3 True bias cut, fits without a wrinkle!
- 4 Adjustable shoulder straps. Sizes 32 to 40 in the group.
- 5 Uplift brassiere top, does away with a separate brassiere.

—Downstairs at Ayres

**“KABO”**  
Side-Hook Brasselette

**\$2.50**

16-Inch Hip Lengths!  
The Price Is Unusually  
Low for a Garment of  
This Style and Quality



Your new suit or dress needs a side-hook brasselette with the 16-inch hip-length feature. This streamlines the hip-line into one continuous line, giving the dress or suit a perfect appearance. Material top with average hip development and bust uplift. Sizes 34 to 40.

**“Kaboette” . . . \$3.50**

A two-way stretch latex stepin brasselette in plain or detachable panty bottom. For junior figures. Sizes 32 to 38 in the group.

**Brasselette . . . \$4.00**

Side-hook brasselette with hip lacing and laced inner-belt. A garment designed for the full figure. Brocade with swami bust. Sizes 34 to 48.



“Nannette” and “Buddie”  
Brother and Sister

**Dress and Suit**  
**\$1.98**  
Each

Matching colors and like styles in broadcloths or shantungs. Dainty pastel colors or deepone colors, with cute trims. Guaranteed fast dye colors and washable. Sizes 1 to 3 years.

**Tots’ Coats**  
**\$5.95**

Wool fleece coats in monotone . . . and in the smartest of all spring colors—Navy . . . and each coat has a matching hat. Sizes 3 to 6.

Charming Easter Fashions for the Youngsters!

**Shirley Temple**  
**Taffeta Frock**  
**\$2.98**

Fresh as spring! Adorable new Shirley Temple tailored or party style taffeta frocks. Dainty floral prints, trimmed with ruffles or perky bows. Sizes 1 to 6 years in the group. A Cinderella frock.

**Shirley Temple Frock**  
**\$1.98**

Shirley Temple wash dresses in gay floral prints or solid colors. Shantungs, pique or shadow or gandy materials, attractively trimmed. Sizes 1 to 6½.

**Toddlers’ Hand-Made**  
**Pastel Dresses**  
**59c**

Toddlers’ brand-new Easter dresses with dainty hand embroidery designs top and bottom. Some of the styles have a sash back. Darling little puff sleeves. In white, pink, blue, maize. Sizes 1 to 3 years.

**Hand-Made Dresses**  
**79c**

Infants’ hand-embroidered dresses with dainty embroidery on collar and down entire front. Cut with deep hems. Sizes 1 to 3.

Brother and Sister  
Wool Flannel

**Coat Sets**  
**\$1.98**

Dress the youngsters alike in these pretty all-wool flannel coat sets. These have a perky little beret to match. In skipper, navy or red colors. Sizes 1 to 4 years.

**Tots’ Coats**  
**\$3.98**  
Set

Wool flannel coats with a matching Poke bonnet. Smocked Tyrolean trims in several styles. Navy, red, open, pink, blue or maize colors. Sizes 1 to 4.



This Year It Will Be a Real  
**Easter Bonnet**  
From the Smartest Collection, Ever!

**\$2.00**

Your new Easter hat will not be just another hat, if it is selected in Ayres Downstairs Store. It will have the spirit of the new season, the dress up feeling, the color, the freshness, the prettiness of Easter. This collection is so versatile in scope that your imagination will be given wide range in choosing just the RIGHT style, and the RIGHT color, that flatters you most. Head sizes 21½ to 24.

• Beiges  
• Black  
• Navy  
• Grey  
• Tan  
• Brown  
• Thistle  
• Green

• Breefons  
• Side Rolls  
• Berets  
• Bumper Brims  
• Off-the-Face  
• Bonnet Types  
• Pill Boxes  
• Tricornes

Join the Crowds Streaming in to Get Their  
**Easter Hat**  
At **\$1.39**

The fashion-wise women with a flair for thrift know these popular priced styles to be the “tops” in Easter smartness . . . and values, too! Below we list a few of the important fashions . . . you’ll find the rest in our Downstairs Store.

- Brims
- Bonnets
- Fabrics
- Black
- Brown
- Navy
- Tan

—Downstairs at Ayres