

The "MARCH" of FASHION
Begins
DOWNSTAIRS at AYRES

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Ayres Downstairs
Store News!



"Nannette" and "Buddie"
Brother and Sister

Dress and Suit

\$1.98
Each

Matching colors and like styles in broadcloths or shantung. Dainty pastel colors or deep tone 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 Frocks

\$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 Frocks

\$1.98

Shirley Temple wash dresses in gay floral prints or solid colors. Shantung, 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 Poite bonnet. Smocked Tyrolean trims in several styles. Navy, red, open, pink, blue or maize colors. Sizes 1 to 4.

FIRST TIME AT THIS LOW PRICE
THE REVOLUTIONARY NEW

Zip-Slip

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 mature figure. Brocade with swami bust. Sizes 34 to 48.

—Downstairs at Ayres.

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. Headsizes 21½ to 24.

- Straws
- Felts
- Rollers
- Casual Brims
- Turbans
- Wide Brims
- Muffin Brims
- Bretons
- Side Rolls
- Berets
- Bumper Brims
- Off-the-Face
- Bonnet Types
- Pill Boxes
- Tricornes
- Beige
- Black
- Navy
- Grey
- Tan
- Brown
- Thistle
- Green

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
- Off-the-Face
- Straws
- Fabrics
- Black
- Brown
- Navy
- Tan

—Downstairs at Ayres.