

AYRES DOWNSTAIRS STORE



A Note of Brightness Under Your Coat!

Rayon BEMBERG SHEERS

\$5.00

SIZES 14 to 20; 38 to 52!

For now... a note of brightness under your Easter coat. For later a smart sheer dress to wear right into summer. Cool, refreshing prints that sparkle. Trimly tailored in styles you'll adore. Print colors predominate in colors of Blue, Green and Rose. Sizes for misses 14 to 20, women 38 to 52.

—Downstairs Dresses.

Hosiery Favorites of Thousands!
Irregulars of

REALSILK

DeLuxe Chiffon STOCKINGS

\$1.00
PAIR

Dress-Up for Easter in These
Beautiful Real Silk!

Pure silk chiffon stockings in 2, 3 and 4-thread weights. For every hour of the day, 4-thread weights have lisle reinforced foot, some with lisle hems. Choose from a nice selection of colors. No mail or phone orders.

—Downstairs at Ayres.

The NEW Rayon Hose...

are beautiful and they will STAY lovely if you will give them reasonable care! First—Choose them slightly shorter than your silk hose, because they have a tendency to elongate. Second—Wash them carefully as you would silk hose—BUT LET THEM DRY FROM 24 TO 48 HOURS before wearing—because the rayon fibers are strongest when absolutely DRY!

—Downstairs at Ayres.



CHIC EASTER HATS

Lend Charm and Grace to Every Costume!

\$2.00

And with your Easter costume... a chic, charming hat from Ayres Downstairs Store. Pokes, brims, bretons, casuals in felt or straw. Smart manipulations in Easter hats you'll thrill at wearing. Colors in Red, Navy, Black, Turf Tan, Kelly Green and Beige. See them tomorrow in the NEW HAT DEPARTMENT, Downstairs at Ayres.

—Downstairs at Ayres.



SAMPLE SALE! EASTER HATS

For TOTS and GIRLS

69c to \$1.99

Toddlers' Hats.....39c, 69c, 99c, \$1.39
Tots' Hats.....69c, \$1.09, \$1.49, \$1.99
Girls' and Jr. Miss Hats..69c, \$1.09, \$1.49, \$1.99

By far, the most outstanding sample sale of youthful hats that we have been able to offer. Hats for Toddlers, Tots, Girls and Junior Misses. Values far exceeding the very low sale prices. Choose from straws, felts, organdies, piques and rayons.

—Downstairs at Ayres.



Tots' Shetland Capes & Hats

\$3.98

Full-length shetland capes with matching scottie hat. Red rayon lining. Sizes 2 to 6x.



TODDLERS' COAT SETS

\$3.98

Two pockets, inverted pleat back and matching hat. Navy with pastel pique collar. Sizes 1 to 4.



Tots' Easter COAT SETS

\$3.98

Navy and pastel color coat sets with matching hats. Pique collar trim. Neatly tailored. Sizes 3 to 6x.

Tots' Rayon Satin SLIPS & PANTY SETS

Rayon satin slip and panty sets. Tailored and lace-trimmed styles. Color in Teal, Rose. Sizes 2 to 8.

\$1.19 Set

Tots' 2-Piece RAYON PAJAMAS

Tots' rayon pajamas in 2-piece styles. Tealrose and Blue. Sizes 4 to 8 years.

89c

—Downstairs at Ayres.

A Dainty Spring-Like Air in These Adorable

"FRUIT of the LOOM"

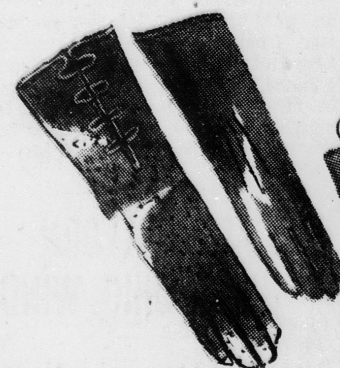
COTTON BATISTE BLOUSES

\$1.09



For the "Dainty You" these oh so feminine cotton batiste blouses by Fruit of the Loom. Tubbable as your sheerest hankie, lavishly embellished with lace. Several styles to choose from in white. Sizes 32 to 38.

—Downstairs Sportswear



SAMPLE GLOVES

69c Pair

Slight irregulars from a famous manufacturer. Gloves made to sell in first quality for much more than this sale price. Rayon and cotton fabrics in many colors and styles.



Simulated Leather BAGS

\$1.00

Pouch, top handle and under-arm styles in Black, Brown and Tan. Also rayon fabrics in Red, Kelly, Navy and Black.



COSTUME JEWELRY

59c Plus 10% Tax

Necklaces and bracelets in pastel shades. Lapel pins, gadgets, plus a large assortment of earrings. Many colors to choose from.

—Downstairs at Ayres.

Girls' Rayon DRESSES

\$2.00

A new shipment of girls' rayon dresses... just arrived... in time for Easter. Pastel solid colors, polka dots, floral prints and checks. Jerkins styles, Princess lines. Long torso styles, embroidered and lingerie trim. Sizes 7 to 14.



Girls' Rayon Satin Slips.....69c and \$1.19

Built-up shoulder style, embroidery and lace trim. Tealrose and White. Sizes 8 to 14.

Girls' Rayon & Cotton Gloves.....69c and \$1

Girls' Rayon Panties, sizes 8-14.....3 for \$1

Girls' Spring Purses 59c and \$1.19

"Fruit of the Loom" Blouses.....\$1.29

—Downstairs at Ayres.

Young Men's 2-Trouser SUITS

\$14.98

Single and double-breasted styles, two pairs of zipper-fly slacks. Herringbone, heather, tones and checks. Blues, Teals, Tans and Grays. Sizes 8 to 18.

Boys' Fancy DRESS SHIRTS

79c

Nicely tailored shirts for boys. Stripes and novelty patterns in Blue, Green, Tan and Brown. Sizes 6 to 14½.

Boys' SHORT SOCKS, 3 Pairs

\$1.00

New Spring Socks for boys. Fancy colors in ribbed styles. Royal, Wine, Green, Navy or Brown. Laxtex tops. Sizes 8 to 12.

—Downstairs at Ayres.



Easter Glory
for Your Feet

CORLISS

Style SHOES

\$3.50

PAIR

Correct foot fashions to wear with your most dressy Easter costume. Choose Blue or Black gabardine in elasticized vamps and high heels. Also smart Black or Blue calf in moccasin styles with wall last. High or medium heels. Dainty bow trims and other styles to charm every Easter wardrobe.

—Downstairs at Ayres.



Easter Gift of Charm!
"Simplicity"
Daytime
DRESSES

\$2.25

SIZES 14 to 20
38 to 44!

Dots, checks and florals with long zipper front closing. Smartly styled in the Simplicity manner. Colors in Red, Blue and Aqua. Give a gift she'll love... a Simplicity daytime frock.

—Downstairs at Ayres.