

AYRES DOWNSTAIRS STORE



*Headed for Easter...
In the Prettiest HAT!*

We have beautiful and bewitching hats to send your spirits bounding and bring down-to-earth flattery to you and your new Easter costume. Dutch bonnets, half hats, flower-topped brims, off-the-face pillboxes, just a few from our large and becoming collection.

Millinery Department,
Downstairs at AYRES

\$3.00

Easter Calls for Soft SUITS

\$21.95

Cardigan or club collar styles, beautifully detailed and gently fashioned in silken soft "Teca" gabardine. The kind of suits, in short you can wear this Easter and all through the year. The skirt has a crisp kick pleat, the jacket is fitted at the waist for a slimming look, becoming top fullness. Pastels. Sizes 10 to 18.

Suits, Downstairs at AYRES



Blouse Magic

By FRUIT of the LOOM

\$2.00

A wide selection of fresh, young styles to add to your never-large-enough wardrobe of blouses! Jewelry necklines, ruffled trims, classic styles. In rayon crepe. Bon bon colors and white. Sizes 32 to 40 in the group.

Sportswear, Downstairs at AYRES

Required for Spring and Easter

All-Wool Shetland

Boy Coats

\$21.95



Casual coat so perfect for any figure type, every occasion. The boy coat, beautifully tailored in all-wool shetland with a large notched lapel, flap pockets, open vent back, generous sleeves. In spring pastels. Sizes for juniors, misses and women.

Coats, Downstairs at AYRES



From the JUNIOR-DEB Shop!

"Furlough Flurry"

Dress Coat

**\$8.95
EACH**

SIZES 9 TO 15

And the bride wore a pastel costume! Keyed to the modern approach, simple . . . without fuss, but with plenty of prettiness to make her feel like a bride. Dress with figure hugging lines; coat fitted. Both in rayon crepe with lovely, lacy daisy trimming. Rose, powder blue, gold, aqua, navy.



And, everyone of the handbags in our new Spring collection is divinely smart! Simulated leathers, rayon faille, corded fabrics and gay colored straw. Roomy, pouchy, tailored envelope types. Tophandles, underarms, shoulder straps. Black, brown, navy, red and tan.

Other Handbags, \$3.95 to \$7.95

Finger Tips . . .

A Change of Gloves,
A New Costume!

\$1 and \$2

Rayon fabric and cotton gloves in a wonderful selection of types and colors. Four and six button lengths, plain classic types, suit-shortie types, and fancy-stitched styles. White, red, kelly, turi, aqua and black.

Downstairs at AYRES



**Jewelry
Costume Accents**

\$1 and \$2

Gay way to add color to your costume, add the finishing touch! Costume jewelry—necklaces and matching bracelets, pins, earrings—in our huge collection. Gay colors, wood, plastic, simulated gold and sterling silver. Red, kelly, black, and all of Spring's lovely, soft pastels.

Downstairs at AYRES



Champion Style Leader

"Sportog" BELTS

As Advertised in March,
Harper's Bazaar

\$1.00

"Fashion-right" for your Spring sports clothes! This two buckled, brass studded plaid grain leather belt is available in the season's smartest colors. Red, kelly, green, tan and navy. Other Belts \$1.00 to \$2.50.

Downstairs at AYRES

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HOLLYWOOD
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