

# AYRES DOWNSTAIRS STORE



Smart Girls Check

## CHECKS

For a Smart Summer!

**\$8.95**

Checkered charm for spring and summer. Two little dresses in pin checked rayon jersey, neat as its namesake. Smart as brass buttons, pretty as a picture. Both with slim lines and an uncluttered look that's smooth as honey. You'll love them and live in them for seasons to come.

Left: Shirtwaist style with long sleeves, a Peter Pan collar. Black, Navy. Sizes 9 to 15.

Right: Suit dress with crisp grosgrain collar, pocket flaps. Black, navy, brown. Sizes 14 to 20.

—Fashion Dress Department  
Downstairs at AYRES

For EASTER!

For GIFTS!

For YOU!

Lovely New Rayon

## SLIPS

**\$2.25**

You won't be able to resist anything as lovely as these new slips! They're just what you've been looking for to wear under your new Easter outfit, just the answer to that last minute Easter Gift problem. We sketch only two styles from a collection of lovely lingerie designed to fit and flatter.

Left: Trim tailored style with a fitted midriff, double bra top, eight gored skirt, adjustable shoulder straps. Rayon satin. Tealrose. Sizes 32 to 40.

Right: Shadow floral print on rayon crepe, dainty embroidery, adjustable shoulder straps. Tealrose. Sizes 32 to 40.

—Lingerie, Downstairs at AYRES



Here's Your Pretty Little

## EASTER BONNET

**\$3.00**



Your Easter bonnet is a little calot with pert bows on it! Of felt, with insertions of horse-hair braid. Very feminine, very young, very flattering. In becoming colors.

—Millinery Department, Downstairs at AYRES

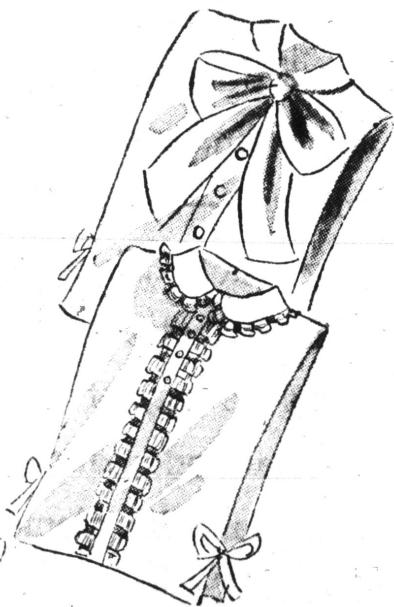
For YOU! For GIFTS!

## DICKIES

**\$1.00 TO \$2.00**

Need a pretty frame for your face? Want a lot of different ones? Choose from our large assortment of dickies, tailored or frilly to suit your costume and your mood. High necklines, low necklines. Sheer rayons, lovely laces, crisp pique, practical cottons. Front and back styles.

—Downstairs at AYRES



Easter Excitement  
On Your Lapel

**\$1.00**

(Plus 20% Tax)

Gay little conversation pieces to pin on your lapel! Clown-with-a-hoop, jack in the box, poor butterfly, "Pistol Packin' Mamma," the little fox, from a large and amusing assortment. Made of plastic, lucite, wood and metal in bright colors.

—Downstairs at AYRES



Left: Very feminine blouse with a youthful, low neckline. Collar with lovely lace and dainty bows. White rayon crepe. Sizes 32 to 38. **\$3.00**

Classic skirt in all-wool crepe. Front and back pleat. Blue, gold, lilac and aqua in the group. Sizes 24 to 30. **\$3.98**

Right: Glen-Rio blouse in white with a frou-frou ruffle edged narrowly in red. Sizes 32 to 38. **\$3.00**

Fifteen gore skirt in rayon alpaca. Navy, black and brown in the group. Sizes 24 to 30. **\$3.98**

## Skirts and Blouses That Walk Hand-In-Hand With Spring!

... And fit into your wardrobe with a sure sense of welcome! They are the most practical, most adaptable fashions of the times, suited to any mood, any occasion, any partner! We show just two from a wonderful collection—all budget priced—in our Sportswear Department.

—Sportswear Department, Downstairs at AYRES

SHEER BEAUTY FOR  
EASTER... AND YOU!

## REALSILK

Sheer Rayon Stockings

**79¢** PAIR

(IRREGULARS)

No other item of apparel is so dear to a woman's heart as beautiful sheer stockings! And, you'll be delighted with these Realsilk irregulars. They wear... and wear... and every point of danger is protected by the famous Realsilk Beauty Guards. They're stockings you can buy... and wear... with confidence!

Protected by the Famous  
Realsilk Beauty Guards

- Gradle Dura Foot!
- Service-Tested Toe!
- All-Over Heel Guard!
- Triple-Fast Dye!
- No-Hole Hem!
- One-Way Run Stop!
- Strain-Proof Round Heel!

—Hosiery, Downstairs at AYRES

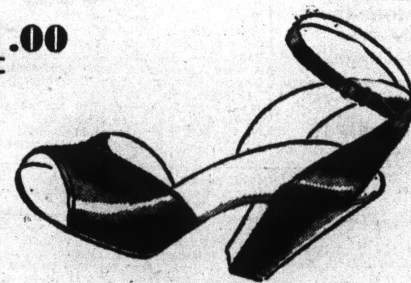


Oh-and-Ah on Easter!

*American*  
Fashion Shoes

In Shining Black  
PATENT

**\$4.00**



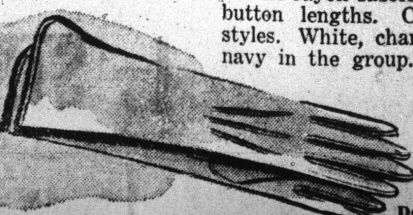
Brisk and beautiful little shoes that trip gaily, confidently into Spring. Sketched are just three oh-and-ah styles from a smart collection!

—Fashion Shoe Department  
Downstairs at AYRES

## Easter On HAND... GLOVES

**\$1 and \$2**

Gloves with a spring-fresh look to them, an Easter air. Of fine rayon fabrics in four and six button lengths. Classic or dressy styles. White, chamamois, beige, turf, navy in the group. Sizes 6 to 7½.



—Accessories  
Downstairs at AYRES