

DOWNSTAIRS AT AYRES

Your ENTIRE FAMILY for Easter!

Yes! You Can Step Out With the Family on Easter in

An All-Wool Suit

FOR ONLY-

\$11

- Brand New!
- Lots of Style!
- Perfect Fit!
- Dependable Quality!



Our New "Yorktown" Shoes for Men

—Will "Go Places" On Easter!

\$2.95

You get more style—more quality of material and workmanship—more VALUE... in these fine "Yorktown" shoes of ours! They are the very finest we could buy to sell at this low price. Every pair has Goodyear welt oak-bend soles and Goodrich rubber heels. Full grain calf or kangaroo uppers. Many styles to choose from in dressy oxfords. Also, police and firemen's heavy duty shoes. Sizes 6 to 11—B to D.

OTHER MEN'S SHOES AT \$2 PAIR

—Downstairs at Ayres.

Boys' Easter Prep Suits **\$7.95**

These fine suits come complete with two pairs of long trousers! Good looking, well tailored—in blue cheviots and gray or tan cassimeres. Sizes 11 to 20.

Boys' Shirts, 2 for \$1

These are "Belnord Jr." shirts—the same fine quality as Dad's "Belnord" shirts! Fully sanforized (pre-shrunk). In white, tan, blue or green. Sizes 8 to 14½. Also fast color fancy patterns.

—Downstairs at Ayres.

Men's Plain Silk-and-Rayon Socks..... 5 Prs. \$1
(Substandards)
Athletic Shirts and Shorts..... 6 for \$1
Men's New Spring Neckties each..... 50c
Men's Better Quality Pajamas..... \$1
Wool Sleeveless Slipover Sweaters..... 79c

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We are proud of our "Belnord" shirts! And YOU will be proud to WEAR them! They fit "like nobody's business!" They wear like "big money." And are they "hot" looking! White and plain color broadcloths, printed broadcloths, woven madras, and the new stripes and checks. Seven-button, center pleated front; extra width in shoulders. Fast colors. Sizes 13½ to 17½.



Here Are Your New Easter Shoes

—Oxfords or Ties, If You Are
Going to Wear a Suit!

—Pumps or Straps, If You Are
"Going Feminine"!

\$2.95 Pair

Beautiful shoes of very high quality are offered at this low price! Included are our "Sabruvia" hand-lasted shoes, and our own "Corliss" brand. Offered in a large assortment of styles, colors and leathers—to make it easy for you to choose just the right shoes. Black, brown, beige, gray or blue. Sizes 3 to 8; AAA to C.

Children's Easter Shoes **\$1.49** Pair

Build your kiddies' Easter outfit on a sound foundation! Choose new shoes that will give unusually fine service, as well as beautiful appearance! In straps, ties, and oxfords. Solid leather soles. Sizes 8½ to 3—B to D.

—Downstairs at Ayres.



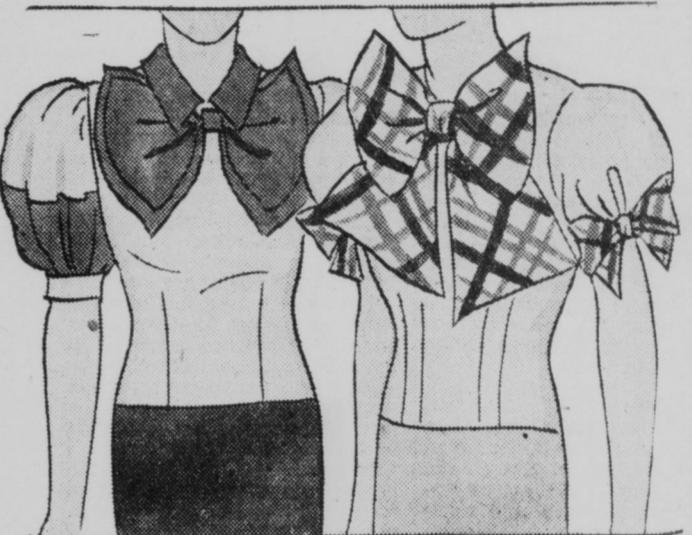
A Turban or Sailor IN NAVY BLUE

Will "Set You Right" With the
Fashion World on Easter!

\$1.59 and **\$1.98**

A hat of any color will do for Easter—JUST SO IT'S NAVY BLUE! Really, Navy is almost indispensable! You can wear it successfully with beige, gray, navy, black, or nearly any other color! And as for the STYLE of your hat... there are DOZENS of the new turbans and sailors to choose from—all equally smart! Fashion prefers turbans that are HIGH, such as the Fez, cuff turbans, and the Pill Box. Sailors have straight, drooped or turned-back brims. In all the important straws, crepes and combinations!

—Downstairs at Ayres.



Sheer Organdie BLOUSES

To Wear With Your Easter Suit!

88c

Fine Silk Undies

At a Once-in-a-
Lifetime Price!

\$1.39

- Pajamas
- Gowns
- Chemise
- Slips
- Dance Sets

This is a great special purchase that can never be duplicated at any price near this very low price! Every piece is made of fine, heavy, French finished ALL SILK crepe. Lavishly trimmed with beautiful laces. Many styles! Sizes: Slips and chemise, 34 to 44; gowns and pajamas, 16 to 17; dance sets, 32 to 36.

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"PATTY PRIM"

Is the COAT
Your Little Girl
Wants for Easter

\$3.98



"Patty Prim" is without doubt the most popular girls' coat in town—the more we buy the more we have to re-order! Actually, we've seen little girls BEG for them, in preference to others. They are in ultra-smart, grown-up styles—and each one has a matching beret and handbag. In beautiful novelty tweeds, and polos—blue, green, tan, red. Sizes 7 to 14.

Girls' Silk Frocks,

\$2.79

Beautiful little dresses in taffeta, rough crepes, flat crepes and rayon crepes. Many smart styles to choose from. Sizes 7 to 16.

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