

TO AYRES DOWNSTAIRS

We're Ready With Brilliant Fashion Successes in

COATS and SUITS



Scores of New Coat Fashions
For a Right, Bright Spring—
at This One Low Price!

Time out! Let's talk over the coat situation for spring . . . for, of course, you're going to have that new spring coat for Easter. The new coats are slim, trim and sleek as a whistle. The windblown details are in evidence, by the big sail rever collars that stick out in front . . . some trimmed with fur. Loose, full sleeves are very smart, and there is a definite trend toward the streamline silhouette and the medieval ecclesiastic fashions. For women, misses and juniors!

—Downstairs at Ayres.



Windblown Effects
Streamline Silhouettes
Fitted Lines
Lavishly Fur Trims
on Cuffs and Collars
Tailored Sports
Coats
Tailored Sports Coats
Navy Blue
Grey
Beige
Black

\$16.75



It IS a Suit Season and We've
Hundreds of EASTER Beauties
at This Low Price!

Of course you're going to have a new suit for Easter and for spring! Because suits are THE fashion. Because a suit is the perfect medium for a smart tailored look. Because there are so many different varieties of suits in fashion (and variety is the spice of life), that selecting a becoming style for YOU is a very simple matter. Because the price is low enough to satisfy your flair for thrif . . . and at the same time give you lots of fashion and quality. Sizes for women, misses and juniors!

—Downstairs at Ayres.



Three-Piece Suits
Fur-Trimmed
Suits
Jacket Suits
Two-Piece Suits
Windblown Suits
Swagger Suits
Tailored Suits
Dressy Suits
Wool Fabrics
Heather Blue
Gold
Green
Brown

First, Your Easter Coat—then
Shoes to Match!

... and If You're Wise
They'll be "Corliss"—at

\$3.95

For thrilling spring days and exciting
spring evenings you'll wear a "Corliss"
shoe for each gala occasion. Corliss
shoes have those hidden features that
make them the best-looking, best-
wearing and best-fitting shoes at this
price. Choose your shoe fashions from
pumps, straps, ties, oxfords, in patent,
calf or kid leathers. Sizes 3 to 9;
widths AAA to C.

Grey
Brown
Black
Navy
Heather Blue
Gold
Green
Brown

—Downstairs at Ayres.

Don't Risk a "Run" in
Your Easter Stockings!

Choose Irregulars of
REAL SILK
De Luxe Hosiery

60¢
PAIR

Just imagine your embarrassment! All
"dolled up" on Easter . . . and then a
devastating "run" from hem to heel in
your "lovely" hose! Choose "REAL
SILK" irregulars and your "face will
NOT be red"! The exquisite, sheer beau-
ty of these stockings is protected at
every point, by a positive protective de-
vice. In lovely spring hosiery colors—
sizes 8½ to 10½.

—Downstairs at Ayres.

It Takes a Blustering,
Swashbuckling Hat

... to Wear with
Your Swagger Suit!

\$1.98



Swagger into the spring fashion picture in
this swashbuckling hat that has a rakish angle
forward and aft. It comes in a tantalizing
straw fabric, with a bright, gay colored
feather trim. The color you like best, too
. . . black, brown, green, navy, grey, tan,
red, white and powder blue. Headsizes 22
and 23.

—Downstairs at Ayres.

Choose With Care—the
Silk Undies

You Plan to Wear
Under Your Easter Frock!

These Will Fit
Smoothly
—for only—

\$1.19

Chemise Dance Sets
Slips

These undie world darlings are all pure silk
crepe. Dainty lace trims each garment. The
slips are bias cut with V or California tops.
The dance sets have a fitted bandeau, the
panties fasten on the side. The chemise have
California or straight tops. Sizes for women
and misses. Tearose or peach.

—Downstairs at Ayres.

Pick a FLOCK o'
BLOUSES

to wear with a Suit!

\$1.98



As soon as you see these entrancing blouses you
will fall for their bright, gay colors in Mexican
stripes, beige, white, peach, cream, navy, dots,
checks, and plaids in taffeta, silk, organdy and
linen. Sizes 34 to 40.

Special! A SUIT
for \$3.98 Complete

Just 46 brand new 3-piece suits in brown or
gray novelty weave. A sleek looking suit that
is slim and trim. Blouse skirt and jacket in
sizes 14 to 20.

—Downstairs at Ayres.

Fashion Favors . . .
White Gloves
For Easter!
69c

Let your hands choose . . . they'll pick
these washable fabric pull-ons every
time. And all smart women will wear
WHITE gloves in the Easter parade
to compliment their costume. These
are very good quality fabric gloves in
sizes from 6 to 7½. Beige and navy
color, too!

—Downstairs at Ayres.



—and a Smart New
Handbag
for \$1.00

Here's an Easter parade of handbags
that'll catch the eye. Red, blue, black,
grey and brown handbags in pouch or
underarm styles. Patent leather or
simulated rough leathers. Fittings and
trimmings that you'll be proud of.

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AYRES ★ DOWNSTAIRS ★ STORE

FOR EASTER FASHIONS