

Ayres' Downstairs Is Fashion Conscious

We've every opportunity in the world for knowing what's what in Fashion. Twice a year our fashion experts go to New York to a famous fashion clinic. They learn what new fashions, what new colors, what new fabrics are going to be smart for the coming season. They return and instruct our buyers and our salespeople. Then we're ready to pass correct and authentic information along to you to help you select the newest and smartest wearables for every occasion.



Our Sales Bring Easter C

You Get Quality for

\$13.75

Smart "Junior-Miss"

Coats and Suits

THE COATS are a classic for details and for low price. Whenever you think of spring, you'll think of these new coat fashions. Dressy and sporty types in navy, black, beige, gray and green. Wool crepes and tweeds in the windblown silhouette. Some wide military collars lined with red are our newest spring tonic. . . And, of course, they're all slim, trim, streamlined and slick as a whistle. Sizes for women and misses also!

A $\frac{3}{4}$ length coat suit in a deep rich dark blue. Note the "cute as a button" bow tie and rows of buttons on coat . . . \$13.75

A very smart affair inspired by the "Little Corporal's" officers coats. The large collar is lined with red. Buttons are red too. . . \$13.75

THE SUITS new as tomorrow's paper are here to stimulate your spring wardrobe, at a really exciting low price. Mostly navy blues with a few pastels are included in the group. Dressy types in swagger styles predominate. Some have a handsome fur trim, others changeable pique trim. Tweeds, wool crepes and diagonal tweeds are the stunning fabrics used. Wind-blown and streamlined as fashion decrees.

—Downstairs at Ayres.

An ill wind is good and blows this navy blue coat into the fashion picture. Note the rippling collar, handsomely trimmed with lapin, \$13.75.

You'll Be Proud to Ch
Frock from this Fin

Streamline

- Afternoon Frocks
- Sunday Night Frocks
- Street Frocks
- Business Frocks
- Jacket Frocks
- Windblown Effects
- Navy Prints

2 for \$

Sparkling and scintillating fashions! Colors and breath! Many, many different styles and fabrics selection a matter of fact. New windswept mode ratio in navy and black! New monotone effects! eye appealing. Flattering necklines . . . dainty details. Expert tailoring and hard to beat value juniors! Better come early to avoid the crowds!

To be labeled spring this spring wear this navy pencil stripe jacket dress with the bright red top. Note the charming $\frac{3}{4}$ length sleeves, 2 for \$15.

A pastel afternoon dress with flowers at the neckline for fashion's sake. Take the jacket off and it becomes a becoming formal . . . 2 for \$15.

Navy trim collar type d ing ski