



**Ayres Downstairs Store  
Maintains Low Prices!**

It's the consensus of opinion where ever you go that Ayres Downstairs Store is the place to buy your new spring outfit. People say that our standard of quality is far above the average and that the prices are way below the usual. The truth of the matter is that this has been our policy for years . . . high quality at a great saving . . . and today this is truer than ever before . . . that's just another reason why you'll find more people shopping in Ayres Downstairs Store.



**Chic for Little Money!**

Choose Your Easter  
Fine Group of  
**Dresses**

**\$15**

- Polka Dots
- Combinations
- Linen Trims
- Taffetas
- Checks
- Plaids
- Stripes
- Pencil Stripes

Colors and details that'll make you hold your  
d fabrics to choose from . . . making your  
pt models! New Jacket frocks! Full strength  
ffects! New bright gorgeous prints that are  
dainty streamline skirts. Fascinating sleeve  
eat values! Sizes for women, misses and  
crowds!

—Downstairs at Ayres.

Navy blue is at its best  
trimmed with pastel linen  
collar and cuffs. A jacket  
type dress with a very flatter-  
ing skirt line. . . . 2 for \$15.

Here's the latest spring stimu-  
lant . . . a very fetching Red-  
ingote dress. The coat is  
navy blue, the dress is a dash-  
ing navy print with bright  
red bow . . . . . 2 for \$15.

A Special Sale Price!

**\$15.00**

# Women's and Misses' Coats and Suits

**THE COATS** are the right, bright  
spring fashions! Frankly  
it's the new fashion de-  
tails that make these new coats such outstanding  
values. They're slim, trim and slick as a whistle. The  
new windblown details are in great evidence. Some are  
trimmed with handsome fur . . . others are plain. Loose  
full sleeves are very smart and there is a definite trend  
toward the streamline silhouette and medieval ecclesi-  
astic fashions. Sizes for women, misses and juniors.

An indispensable 2-piece navy blue  
suit with gorgeous windblown fur  
trimmed collar. It has those sleek  
modern streamlines too. Low  
priced at . . . . . \$15.

We like our navy with a crisp white  
pique collar that's detachable. A  
two-piece suit with militarish look-  
ing frogs. Very smart for. . . . . \$15

**THE SUITS** are full of news for women  
who want to be smart and  
fashionable looking. They  
have that smart tailored look that is so becoming to  
many women. Russian, windblown, swagger, and casual  
types predominate the spring mode. And the variety  
and selection is so large that the matter of choosing  
a becoming style for yourself is but a very simple  
matter. Sizes for women and misses.

—Downstairs at Ayres.

Capes keep swinging throughout  
the fashion collections. Here's a  
navy blue coat, trim and slim and  
so flattering to its wearer. A size  
20 at . . . . . \$15.