



Easter Chic for Little Money!

Choose Your Easter
s Fine Group of
ne Dresses

\$15

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

colors and details that'll make you hold your breath! New fabrics to choose from . . . making your outfit models! New Jacket frocks! Full strength effects! New bright gorgeous prints that are dainty streamline skirts. Fascinating sleeve beat 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 flattering
skirt line . . . 2 for \$15.

Here's the latest spring stimulant . . . a very fetching Redingote dress. The coat is navy blue, the dress is a dashing 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 details 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 ecclesiastic 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 looking 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.