

After All, **It's the Kids** Who Get the "Biggest Kick" Out of the Easter Parade! Outfit 'Em **Completely**...

In this Complete-Department-Store-On-One-Floor!

We Believe
that Our
**Children's
SHOES**

... are the Best
"Buy" In Town

at **\$1.69**



Parents, you can depend upon these shoes to give longer service than ordinary type shoes at a price as low as this. Patterns in oxfords of smoked elk, tan elk kiltie, black calf, patent leather, two tone and tan calf. Sizes 8½ to 3. Widths B, C, D.



... and Our New
**"Archer"
SHOES**

Are Sensational

at **\$2.29**



A brand new children's shoe for our popular children's shoe store. They are made to keep growing feet straight and strong. They're made from the very finest of leathers and the price is very low. Sizes from 8½ to 3. Widths A to D.

—Downstairs at Ayres.



WASHABLE
**Silk
Frocks**

Sizes 7 to 14

\$2.19

Lovely new styles and quaint color combinations in washable silk dresses. Stripes, dots, floral designs, plaids and novelty patterns. All the charming details that make them the best looking dresses you ever saw. Plain or combination colors.

Girls' "Patty Prim" Coats

Are Styled Just Like Mother's!

To make a "little lady" out of your daughter dress her in a "Patty Prim" coat. They're new for Spring and lovelier than ever. They're beautiful in texture and exquisite in workmanship. Tweeds, novelty weaves and polo cloth in single or double breasted styles. Royal blue, green, tan, red and combinations. Every one as charming as its wearer.

\$5.98

Sizes 7 to 14

Coats for Little Sister

These new spring styles in coats for little sister are fulfilling a crying need for better fabrics, better styling at a low price. Flannels, tweeds, basket weaves and novelty weaves in single or double breasted styles. Berets to match. Royal blue, green, red, pink, etc.

\$3.98

Sizes 2 to 6

—Downstairs at Ayres.

Thousands of Little Girls Will Be Glad to Hear About Our Sale of

"Cinderella" Frocks

Adorable and pretty as Cinderella herself—that's the way all girls frocks should be. Lots of saucy trims such as collar, ties, fancy stitching, and embroidery. Many of the garments have a cute little hat to match. They're all vat dye which means they'll come out of the tub looking good as new. Plain or combination colors in straight line or waisted models.

Size 2 to 6½—7 to 10
and 10 to 16!

\$1.00
EACH

—Downstairs at Ayres.



Washable Silk
Easter Frocks
For Little Sister

\$1.00

Toddlers washable silk frocks in delightfully colored pastel shades. They have embroidery on the collar and are pleat trimmed. Exquisite quality for your little darling's first Easter parade.

AYRES ★ DOWNSTAIRS ★ STORE