

# AYRES DOWNSTAIRS STORE

## Spring Fashions DESIGNED FOR YOU

We've a Lot of New Plans and Ideas to Help You Select the Best in

### New Easter COATS \$16.95

Sizes 9 to 17; 12 to 20; 38 to 44; 35 to 45

#### MATERIALS:

- Zebo Cut Fleece
- Monotone Tweeds
- Diagonal Tweeds
- Striped Tweeds
- Camel's Hair and Wool
- Twills
- Twisted Tweeds
- Wool Crepes

#### STYLES:

- Fitted
- Boxy
- Swagger
- Wraparounds
- Single Breasted
- Double Breasted
- Reefers

To select your perfect spring costume, choose the coat first and select your accessories to go with it. Sport and dress coats styled in the 1940 manner with the new hip to bosom smoothness. Sport coats are rich in the treatment of pockets and collars. Dress coats are glorified with pique collars and cuffs and some with satin bindings. Colors in Black, Navy, Beige, Plaids, Rose, Green and Blue.

—Downstairs at Ayres.



A

These Coats Are a Representative Group From Our Stock

A. Satin bound twill dress coat with 1940 swing skirt. Navy. Sizes 12 to 18.

B. Women's wool crepe, roll front box coat in wool crepe. Sizes 37 to 45 in black or navy.

C. Striped nubby tweed box coat with pocket detail. Brown and white. Sizes 14 to 20.

D. Fitted wool crepe 14-gore coat with pique lapels. Navy and black. Sizes 14 to 20.



B

C

D



Twill, man-tailored dressmaker suit with 7-gore skirt! Navy or black. Sizes 9 to 17.



Worsted hanko stripe, 2-piece, man-tailored suit with two kick-pleats in skirt. Black or navy! 12 to 20!

Easter Time Is SUIT TIME!

### Spring SUITS \$9.90 and \$14.95

They'll suit you, we know, these adorable dressmaker and man-tailored models are the smartest we've seen in many a moon! A huge selection of smart styles from which to choose, expertly made of fine quality fabrics with the new flared skirts, new shoulder treatments and novel pockets! Colors are navy and black. Plain worsteds and pin-stripes! Sizes for juniors, misses and women from 11 to 17; 12 to 20 and 38 to 44!

—Downstairs at Ayres.

Your Perfect Costume Begins and Evolves Around Your

### New Spring COATS \$9.90

Sizes 11 to 17; 12 to 20; 38 to 44; 35 to 41

#### MATERIALS:

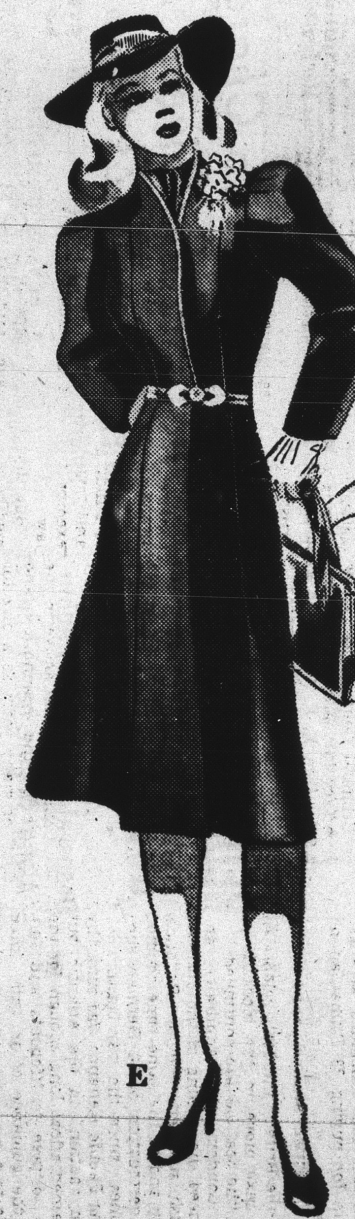
- Fleeces
- Wool and Camel's Hair
- Ombre Stripe
- Chevron Fleece
- Wool Crepe
- Twills
- Boucle
- Tweeds
- Monotones
- Shetlands

#### STYLES:

- Fitted
- Boxy
- Swagger
- Wraparound
- Single Breasted
- Double Breasted
- Reefer

We're all excited about our new Easter coats... and we've a lot of new plans and ideas to help you select just the right coat for YOU and your Easter! Many of the new dress coats have dainty Pique trims on the collars and interesting dressmaker details. The sport coats are the last word in casual loveliness. Choose from colors of Black, Navy, Monotone, Plaids, Rose, Green and Blue.

—Downstairs at Ayres.



E



F



G

These Coats Are a Representative Group From Our Stock!

E. Rib boucle fitted dress coat, collarless style! Black or navy! Sizes 11 to 17!

F. Chevron stripe fleece box coat with shoulder detail, slash pockets, full sleeves. Rose, green! Sizes 11 to 17!

G. Two-tone plaid fleece-fitted coat, double breasted with notch collar! Cash and carry pockets! Black and white — brown and white! 9 to 15!

H. Lace collar and cuff reefer dress coat in black or navy. Sizes 12 to 18!



H