

BUDGET FASHIONS DESIGNED for YOU, at FRIDAY SAVING PRICES

AYRES DOWNSTAIRS STORE

Use Our Easter
LAYAWAY
PLAN



When Spring Winds Blow—Wear

Rayon Fabric TURBANS

\$1.00

When frisky March winds get playful, be nonchalant... wear a flattering, close-fitting turban. They are not only practical at this time of year... they add a bright bit of color to your costume. Head-sizes 22 to 23.

—Downstairs at Ayres.

Ensemble Your Own Spring Costume

A Gay
Print
DRESS

\$3.98

A Wool
Redingote
COAT

\$6.98



Purchased as a single costume, an outfit like this would cost much more! But tomorrow, you can choose from our large stock of new spring print dresses... in a gorgeous array of styles... navy, red, blue or green... at just \$3.98 each. And you can choose from attractive styles in ALL-WOOL crepe redingote coats, dress length... in either black or navy blue. As a result you'll have a beautiful costume to see you through the entire day. Sizes 14 to 20 and 38 to 44.

Sketched Left: Dress in a scroll print in red, powder blue or navy; sizes 16 to 20.

Sketched Right: Blouse back coat with set-in tie belt; notched lapel; navy or black; 12 to 20.

—Downstairs at Ayres.

Here's Your Salute to the Navy!

NAUTICAL SHIRTS

To Go With Fashions
Lovely New Skirts

59¢ Ea.

★ WHITE!
★ Powder BLUE!
★ DUSTY PINK!
★ MAIZE!

Here's a brand new shirt that's built for action! It has the new high-low neckline that you can adjust to suit yourself... action back, for smartness and freedom... and short sleeves that don't need to be rolled up for action! And the American Eagle is embroidered on the pocket. Sizes 32 to 38.

—Downstairs at Ayres.



Our Own Brand! First Quality!

La Sayre

Full Fashioned Stockings

CHIFFON or SERVICE WEIGHT

2 PAIRS \$1.00
1 Pair, 55¢

CHIFFON WEIGHT — A beautiful sheer stocking with pure silk leg... and for longer wear, the top is reinforced with bemberg, and the foot is reinforced with lisle. First quality La Sayre Brand—in smart spring colors. Sizes 8½ to 10½.

SERVICE WEIGHT—An extra durable La Sayre stocking of rayon and silk, with lisle reinforced foot and hem. Beautifully full-fashioned for perfect leg fit. In a good range of wanted spring colors. Sizes 8½ to 10½.

—Downstairs at Ayres.

FRIDAY ONLY!

Rayon Satin or Crepe

SLIPS

44¢
EACH



Beautifully made, full cut slips of shimmering rayon satin, or serviceable rayon crepe. Choice of tailored or lace trimmed styles; bias or 4-gore; adjustable straps; sizes 34 to 44.

Printed Batiste Gowns . . . 59¢

Gay nighties with V neckline; contrasting color trim. 15 to 17.

Rayon Slips \$1

Rayon crepe or rayon satin; many styles to choose from; bias or 4-gore. Sizes 32 to 44; tea rose or white.

Rayon Satin Panties . . . 50¢

Tailored or trimmed with lace at hem; lastex at waist; small, medium, large.

Rayon Crepe Gowns . . . \$1.69

Printed or plain rayon crepe in attractive tailored or lace trimmed styles. Sizes 34 to 40.

Rayon Undies 39¢

Chemise, panties, stepins, bloomers or vests; tailored styles; 34 to 42.

Rayon Undies 25¢

Plain or novelty weaves in briefs, panties, stepins, or vests; 27 to 31.

—Downstairs at Ayres.

Botany All-Wool Fabric

Fashioned Into Smart

DRESS COATS

For Women

\$10.95



This is "THE" coat buy of the season. Just imagine getting a smart new dress coat for spring, fashioned in Botany's all-wool fabric at such a very low price. We sketch a boxy style in Navy or Black with flower trim and dainty white inner cuffs. Rayon taffeta linings.

—Downstairs at Ayres.

Brighten Your Home for Spring—Save In This Complete Store

SPECIAL! FRIDAY ONLY!

Glorify Your Home With a
Beautiful New Seamless

AXMINSTER RUG

PLUS a Rug PAD

BOTH \$29.75 9x12 or 8.3x10.6



Here IS a bargain! You can take your choice of a large group of FIRST QUALITY room-size Axminsters... all brand new 1941 patterns and colorings... and in addition you get a heavy, resilient RUG CUSHION that will add years to the life of your rug. Choice of new tone-on-tone, modern, and oriental designs—in blues, reds, rust, and browns. A \$44.50 VALUE—for Friday only!

Stair or Hall Carpet

27-Inch carpeting with all-wool face. Choice of plain colors. Hooked or modern designs. In blue, green or burgundy.

—Downstairs at Ayres.

\$1.98
YARD

SEW and SAVE SALE*

Spring Wash Cottons

In Remnant Lengths

You SAVE by buying remnants! These are all new spring fabrics direct from Eastern mills. In good usable lengths. Start making new spring garments now!

★ SANFORIZED DENIMS!

★ PLAIN GABARDINES!

★ PRINTED PIQUE!

★ WAFFLE PIQUE!

★ PLAIN SEERSUCKER!

★ STRIPED SEERSUCKER!

19¢

YARD

Printed Breakfast Cloths

50x50-Inch cloths of heavy American-made cotton sheeting with printed designs in pretty colors.

49¢

Rayon-and-Cotton Cloths

Breakfast cloths, 50x66 inches—a nice size for oblong tables. A good choice of patterns and colorings.

69¢

Printed Dish Towels 6 for 50¢

Seconds of "Cannon" dish towels, in colors to brighten your kitchen.

50¢

Printed Patchwork Quilts \$1.99

Just a limited quantity of these, and they'll sell quickly! Printed patchwork top; 80x84-inch cut size.

1.99

Colonial Chenille Spreads \$2.66

Limited quantity and limited color assortment of Colonial American spreads trimmed with ball fringe.

2.66

Theatrical Gauze Curtains . . .

69¢

Colorful, cheerful summer tailored curtains for any room in the house. A sheer weave that will admit light and air. 78 inches long.

At a Rare Bargain Price!

29¢
YARD

Short lengths—up to 4 yards—but in 36 and 50-inch widths. Suitable for making drapes for short windows, chair and seat covers, and for wall hangings. Beautiful weaves—such as Rufftex, crashes, fringed rayons, chevrons, dustites, benegalines, etc. A real bargain!

Gay Cottage Sets

59¢

White curtains with cheerful red or green trimming. A conservative curtain that will make your kitchen brighter.

Knitted Curtains

59¢

Many patterns and colors to choose from—but only one or two of a kind in the group. Very fine bargain value!

Curtain Goods Remnants

5¢
YARD

1 to 4-Yard remnant lengths of good quality marquisette in white, cream, ecru and colors. Offered at a give-away price.

—Downstairs at Ayres.