

AYRES DOWNSTAIRS STORE



"Beige"
Spring Pumps
With Dainty Bows
\$3.00

Three distinctive heel heights to please every taste for spring. "Beautiful and Beige" with tiny little bows to accent the trimness of your foot in a pair of these charming pumps. Choose high, medium or low heels in open or closed toe styles.

—Downstairs at Ayres.

Treat Yourself to Fine Hosiery With

La Sayre

First Quality
Full Fashioned

Chiffon STOCKINGS

2 Pairs **\$1.00**

1 Pair, 55c

Begin tomorrow to enjoy the exquisite beauty of La Sayre Full-Fashioned First Quality Stockings. Stockings that are truly beautiful, yet cost so much less than similar stockings in other brands. Made of pure silk in 3-thread chiffon, with rayon welt and rayon reinforced foot and runstop. Sizes 8 1/2 to 10 1/2 in smart hosiery colors.

—Downstairs at Ayres.

See the Becoming New Styles in

Spring Hats Designed for YOU

\$1.00

Flowers, Veil and Ribbon Trimmed!

Padre Brims! Saddle Tan!

Off-Face Pokes! Red!

Kettle Sailors! Black!

Poke Brims! Navy!

Brettons!

Multitudes of enchanting new head fashions to give you everything you're looking for in that New Easter Hat. Gay youthful styles, charming matron fashions. We've the correct hat for your costume. Headsizes 22 and 23.

—Downstairs at Ayres.



Spring Personified!

Classic SHEERS

in Rayon Romaine
With Stripe Trim

\$3.98

SIZES 14 to 20!

The famous material is classic in its acceptance, but the exciting new styling is Spring 1941. Soft Navy or Powder Blue with gay accent of stripe collar and belt. Gathered with a draw string at waist. Shirred bodice with front pleats in a flare skirt.

—Downstairs at Ayres.



A Tremendous Assortment of Smart BLOUSES

\$1.19

Be sure to see this great assortment of Spring blouses at once. We're showing long sleeve and short sleeve styles. New stripes, middy blouses, paper white batistes and lovely rayon sheers. Everything you love in beautiful blouses. Sizes 32 to 40 in the group.

SKIRTS

Irregulars of higher priced
skirts. Rayon or wools in
a broken assortment
of colors and styles. Sizes 24
to 30 in the group.

1.00

Cotton BLOUSES . . .

Cany stripes in Red or Blue,
short sleeves, white pique collars
and cuffs. Also plain
color shirts in white, pink or
Blue. Sizes 32 to 38.

—Downstairs at Ayres.

Charm at Its Best in

All-Wool Fabric DRESS COATS

\$10.95

Sizes for Juniors, Misses
and Women!



Just imagine such a tiny little
price . . . and it buys such a
lot of beautiful new coat fashion
for YOU! Twills and self
stripe crepes that you'll fall in
love with. Lavishly trimmed
with flowers and delicate
white collars. Choose them in
Navy or Black.

—Downstairs at Ayres.



Little Boys' Tweed Coats
Complete with matching Eaton cap,
these little coats and man-tailored styles
in Brown, Tan or Blue. Sizes 3 to 6.

Tots' Navy Cape Sets
Navy cape sets lined with bright red.
Nautical buttons and cute matching
Scottie hat. Sizes 1 to 6 years.

Toddlers' Coat Sets
Complete with matching hat. Wool flanne
lent coats in Navy or Pastel colors. Neatly
lined. Little Boys' and Little Girls' styles.
Sizes 1 to 3.

Tots' Rayon Easter Frocks
Tots' rayon taffeta and rayon crepe
Easter frocks in princess styles. Frills
and ruffles. Solid color pastels and
dainty florals. Sizes 1 to 6 years.

—Downstairs at Ayres.

Every Boy Will Like One of These

"Parker-Wilder"

Flannel SUITS for BOYS

\$3.98

2-Piece Styles

All-wool flannel suits for
junior boys including double-
breasted coat and belted,
pleated slacks! Choose from
teal, navy and brown. Sizes
4 to 10.

Military Style Caps to Match.

69c

4-Piece Styles

Little boys' all-wool suits that
will be just the thing for
Easter! Double-breasted coats,
belted shorts, blouse and tie
. . . a complete ensemble!
Teal, navy and brown! Sizes
4 to 10!

Boys' Solid Color
Short SOCKS

6 prs. **\$1**

Lastex top socks that stay neatly
in place. Well reinforced foot
for miles of wear! Choose from
green, brown, red and navy.
Sizes 8 to 10 1/2.

Boys' SHIRTS . . .

79c

Smart shirts to make his
Easter outfit complete.

Good quality ties to dress him
up for Easter. A sparkling
array of colorful Spring pat-
terns! Expertly tailored! Sizes
6 to 14 1/2!

Other Ties 39c

Boys' TIES . . .

25c



Girls' Navy CAPES

\$3.98

Every girl loves a sweeping Cape! Navy
wool with bright rayon satin red lining,
complete with detachable white pique col-
lar. Sizes 7 to 14.

Girl's Rayon DRESSES

\$2.00

A lovely new selection of styles in Rayon
crepes, acetates and shanks. Prints,
Stripes and Polka Dots and Solid
colors. Sizes 7 to 16.

Girls' NAVY or TWEED COATS

A very new selection of Girls' coats. Smart princess styles, coats with new
military influence. Also regulation dressy and sport styles to choose from.
Sizes 7 to 14.

\$3.98

—Downstairs at Ayres.