

# AYRES DOWNSTAIRS STORE

## Easter Fashions for the Younger Generation!

### BOYS! GIRLS! TOTS! and TODDLERS!

ANNUAL SAMPLE SALE!

Children's, Jr. Teens' HATS

55¢, 79¢, \$1, \$1.59, \$2

A grand selection of Straws and Felt in all of the most popular styles and colors. Hats made to sell for more, careful details and styling.

BOYS' 5 TO 11  
SPORT SUITS

\$5.98

A smart plaid sport jacket and solid color contrasting slacks. Coat is single breasted, 3-button model. Slacks are pleated style with belt. Blue or Tan combinations. Sizes 5 to 11.

BOYS' FLANNEL SUITS

Boys' Parker Wilder flannel suits in long or short trouser styles. Teal, Navy or Brown in sizes 4 to 10.

\$3.98

—Downstairs at Ayres.



Spring SWEATERS for Boys

Boys need loads of sweaters for spring and here's your chance to get some real values! Button and zipper front styles in plain colors and two-tone combinations! Part wool, rayon and wool, rayon, rayon cotton and wool. Sizes 26 to 38!

\$2.00

Boys' Better SLACKS

Worsted finish, cotton back mixtures and smooth finish fabrics... rayon, wool and cotton! Carefully tailored, just like dad's with pleated fronts, zipper fly! Grays, blues and browns! Sizes 10 to 22 years!

\$3.00

Young Men's  
Prep SUITS

\$14.98 and \$17.98

Single and double breasted styles in new Blues, Grays, Greens and Tans. Correctly tailored and perfect fitting. Sizes 18 to 22 or 34 to 38.

—Downstairs at Ayres.

"Lucky Penny" SHIRTS

Real pennies for buttons! Short sleeves, sport collars. Rust or Green heather. Sizes 6 to 16.

69¢

Boys' Felt HATS

Snappy Tyrolean spring hats for boys and juniors. Snap brims and well edged! New shades and heather mixtures! Sizes 6 1/2 to 7 1/2!

\$1.49

Boys' Short SOCKS... 6 Pcs.

Latex 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.

\$1.00

—Downstairs at Ayres.

Jr. Miss  
Spring Coats

\$10.98

Wool fleeces, tweeds, shetlands, twills... everything new in these smart Easter coats. Dressy styles, reefers, belted backs and boxy models. Soft spring pastels and Navy colors. Sizes 10 to 16.

—Downstairs at Ayres.

Flannel Jerkin Suits

Flared swing skirts and fitted jackets with zipper plackets. Two patch pockets. Rose, Beige, Blue, Red and Navy. Sizes 10 to 16.

\$3.00

Sheer Blouses

White sheer batistes, Rayon acetates, striped blouses and broadcloth middies. Sizes 10 to 16.

\$1.15

Girls' Rayon Dresses

Spun Rayons, Acetates, Sharkskins and Rayon Crepes. Solid pastels, florals and Navy. Sizes 7 to 14.

\$2.00

—Downstairs at Ayres.

Girls' Smart

Easter  
COATS

\$5.98

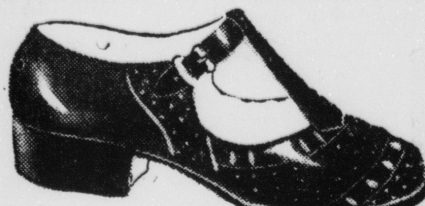
Cheviots, wool crepes, tweeds and plaids in Easter coats for girls. Fitted and military styles in popular navy and soft pastel colors. Sizes 7 to 14.

—Downstairs at Ayres.

Children's and Girls' SHOES

Patent straps; black or brown elk oxfords; white, black or brown elk high shoes. Flexible leather soles and insoles. Sizes 8 1/2 to 12, B, C, D—12 to 3, A, B, C!

\$2.25

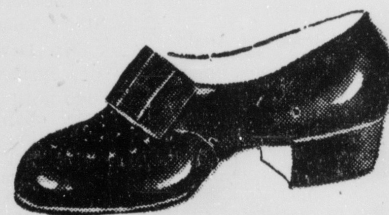


Child-Flex SHOES

Gleaming black patent pumps or straps for Easter! Flexible leather soles, rubber heels! Also black or brown oxfords! Sizes 8 1/2 to 12; A, C, D widths. Sizes 12 1/2 to 3, A, B, C widths!

\$1.69

—Downstairs at Ayres.

Cartwheel brim in ped-  
aline straw. Flower and  
ribbon trim.Bonnet brim, gros-grain  
ribbon trim. Headsizes  
22 to 23.

Gay Easter HATS

In Styles You've Wanted!

\$2.00

Black! Navy! Red! Beige!  
Flowers! Veils! Straws! Felt!

We've selected two of the ageless Easter hat fashions we're featuring. Classic styles that can be worn by the younger woman as well as the matron. See all of the new and exciting hats for Easter here in Ayres Downstairs store, you'll find many that are "just your type."

—Downstairs at Ayres.

Every Woman Loves the  
Perfect Fit She Gets From  
Irregulars of

Sheermode

Proportioned-Fit

NYLON  
STOCKINGS\$1.15  
Pair

Do you require special fitting in stockings? Do you need a stocking narrow at the ankle and wide at the top? Whatever your requirements are, Sheermode irregulars offer you the correct stockings to fit your leg. Trained salespersons will solve your hosiery problems from now on... Get Sheermode irregulars tomorrow... you'll be better satisfied.

Sold Exclusively... Downstairs at Ayres.



Reminder:

Be sure to fill out  
your "Fit Indicator"  
card in our hosiery  
department! It in-  
sures you of a per-  
fect fit, every time  
you buy stockings.

HIGH

Three Distinctive  
Heel Heights to  
Choose From

NAVY

Crushed Kid  
or Gabardine

PUMPS

\$3.00

MEDIUM



LOW

You'll love the beauty and  
charm of these trim Easter  
pumps. Fashioned in soft pli-  
able crushed kid or popular  
new gabardine. Heel heights  
may be had in high, medium  
or low. All of this beautiful  
spring foot fashion and the  
shoes are only \$3 a pair.

—Downstairs at Ayres.

