

# AYRES DOWNSTAIRS STORE



## Sportswear

### For That Light-Hearted Look!

This spring, more than ever before, it will be your privilege and duty to look gay, exciting. Chase the gloom clouds away with gay colorful sportswear that becomes you. See the thrilling new colors, new styles, so adaptable. Make this spring more pleasant for you... and everyone around you!

### "Shag" SWEATERS \$3.50

These shag sweaters with their crystal buttons are sweeping the town. Short sleeve styles in pastel colors of Yellow, Green, Lilac, Pink and Blue. Sizes 34 to 40.

### Tweed SKIRTS \$3.98

Soft casual herringbone tweed skirts for that gentle softness to your spring costume. Three deep pleats in front and back. Zipper plackets. Natural shades. Sizes 24 to 30.

### Short-Sleeve SWEATERS

\$1.29

All wool sweater in cardigan and slipover styles. Some with dainty detail trim. Baby Pink, Baby Blue, Lilac, Maize and glass green. Sizes 32 to 40.

Lacy Batiste Blouses—32 to 38 . . . . . \$1.09

### 4-Ply Rayon SKIRTS

\$2.25

Smartly tailored skirts in new 4-ply rayon fabric. Zipper closing with button band. Colors come in Sky Blue, Red Earth, Black or Beige. Sizes 24 to 30.

Practical Cotton Cardigans . . . . . \$1.29



—Downstairs Sportswear

## BONNETS, "Harbinger of Spring"

As faithful as apple blossoms and spring flowers! The bonnet returns to grace your spring wardrobe. A new version, a new freshness that tilts it back to glorify your smile. Note the dainty straw trim and flowing veil, plus a chic grosgrain ribbon bow. Many spring colors to choose from.

—Downstairs at Ayres.

\$2.49



Dickey's FOR SWEATERS FOR SUITS FOR DRESSES

A brilliant jewel for your suit, sweater or dress. Crisp rayon sharkskin dickeys in several styles. V neck, round neck and front and back styles with round neckline. Colors in White, Pink and Blue.

Other Dickey's in white and colors . . . . . \$1.00

59c

## Nude Fleece

### Your COAT For SPRING

SIZES 12 to 20!

★ Boy Coats! ★ Wraparounds! ★ Balmacaans!



\$19.95

A light, daring shade that brings spring right to you. Boxy boy coats, wraparounds and balmacaan styles. A smart coat for spring that's growing in popularity by leaps and bounds. Featuring famous "Duchess" rayon satin lining.

Other New Spring Coats in Tweeds, Plaids and Shetlands . . . \$12.95 to \$19.95

—Downstairs at Ayres.



## Costume Suits

So Many Ways to Wear Them!

Sizes 9 to 15  
For Juniors

\$7.98

Your "wear-everywhere" costume suit takes you through the day with charm and daintiness. They're adaptable to every occasion. Wear the dress without the coat or wear the coat with another dress of contrasting color print. We feature this smart version in rayon Romaine crepe in Black or Navy.

—Downstairs Better Dresses



## New All Rayon! STOCKINGS FIRST QUALITY

69c  
Pr.

You'll marvel at the beauty of this lovely all-rayon stocking. It's full fashioned 45-gauge and sheer looking. Look to this stocking for beauty and longer wear. Now, more than ever before, you'll want to see these lovely rayon stockings. Two smart new beige colors in sizes 9 to 10 1/2.

—Downstairs Hosiery



## "FRUIT of the LOOM" Rayon Crepe Rayon Satin SLIPS

\$1.39

You'll get new flattery and a better fit with new spring dresses with your "Fruit of the Loom" rayon slip. Bias and four-gore styles, lace and tailored top. Adjustable shoulder straps. Sizes 32 to 44. Downstairs Lingerie.

## Footnotes

### CORLISS BRINGS THE SPRING TO YOUR FEET

\$3.50



Corliss has designed your spring shoes to be slim and trim . . . designed to make your feet look pretty and feminine. Fashioned in Patent, Calf, Gabardine or Faille. Dainty trims . . . they're dainty but definitely not fussy. Sizes 4 to 9.

A. Gabardine pump with open toe, pin point stitching and bow trim. High heel. Black or Navy.

B. Strap pump with square toe and Dutch Boy heel. Beige or Brown.

C. Open toe pump in Black Patent or Blue Calf. High or medium heel. Faille and Wing bow trim.

—Downstairs at Ayres.

1. I Get a Good FIT!  
2. I Get the Newest Styles!  
3. I Get Quality Fabrics!  
4. I Save \$5 to \$7.50 Doing It!

### SALE of Topcoats and Overcoats

SALE PRICE \$11.88

★ Grays! ★ Fleece! ★ Balmacaans!  
★ Tans! ★ Tweeds! ★ Double Breasted!  
★ Greens! ★ Herringbones! ★ Raglan Shoulders!  
★ Browns! ★ Diagonals! ★ Ulsters!  
★ Teal! ★ Mixtures! ★ Single Breasted!  
★ Nu Blue! ★ Overplaids! ★ Half-Belt Styles!  
★ Oxford! ★ Navy Blue! ★ Bal Military!

We've been planning this big annual sale for you for months! Knowing that prices would rise, we prevailed on one of our large manufacturers to co-operate in helping us assemble this splendid selection of coats. Now you can see the result of this planning! A great group of quality topcoats and overcoats, fine fabrics, smart new styling, patterns and colors. Sizes 34 to 48. Be sure to see this selection tomorrow morning. Doors open 9:30 sharp!

### Sale of Higher-Priced MEN'S SUITS

Hard finish fabrics and tweeds in single and double-breasted styles. Choose colors in Blue, Brown, Gray and Green. Sizes 34 to 44. Budget Payment plan available.

\$16.88

—Downstairs at Ayres.