

AYRES DOWNSTAIRS STORE

New Easter Apparel Designed for YOU!

The Junior-Deb Shop Says:

Two-Piecers With a Jaunty Practicality!

\$5.00

SIZES 9 to 15

Two little two-piece dresses, crisp as a hairbow and smart as brass buttons! They have trim lines, a smooth-as-honey fit, exquisite details and enchanting trimming. In spun rayon, they're just the dresses to see a bright Junior right through summer. Rose, blue, yellow, white, brown, green or luggage in the group. Sizes 9 to 15.

—Junior Deb Department,
Downstairs at AYRES

EASY-TO-WEAR

SUITS

*In the Service
at Easter!*

\$10.95 \$12.95

\$15.00 \$19.95

Sizes for Juniors, Misses
and Women

Poised little suits, sure as the hearts of the women who wear them! They're tailored with a lovely breeding, cut with a well-bred individuality. With dashing details, exquisite colors and beautiful, figure-flattering lines. Choose from the prettiest, the most endearing plaids, checks, herringbone twills and down-soft shetlands. Sizes for juniors, misses, women.

—Suits, Downstairs at AYRES

Youth Will Be Served—In Our Downstairs Youth Center

Girls' New Spring

**COATS
\$7.98**

The smartest, perkiest coats that ever stepped out to greet a Spring! In subtle tweeds and yummy plaids. Choice of figure-hugging princess styles or the easy-to-wear-over-suits boxy style. Sizes 7 to 14.

Girls' 2-Piece
**Jacket Suits
\$5.00**

They've lots of swing, are smart enough for "Sunday best," but so smooth you'll want to wear them to school! In pastel shetland with a boxy, double breasted jacket; a kick pleated skirt. Rose, powder blue or red. Sizes 8 to 14.

Plaid or Plain
**Jerkin Suits
\$3.95**

Ice cream plaid or solid pastel jerkin suits look good enough to eat, and certainly they're smart enough to wear anywhere! The jerkin top has two patch pockets, a side button closing; swing style skirt with front pleats. Sizes 7 to 16.

FRUIT of the LOOM
**Broadcloth Shirts
\$1.19**

Smartly tailored shirts of cotton slub broadcloth; with French cuffs, pearl buttons, short sleeves. Pink and blue. Sizes 10 to 16.

**Pastel Skirts
\$3.00**

"Junior Miss" skirts in pastel solid colors and plaids; gored styles, or skirts pleated front, back or all-around. Sizes 10 to 16.



Children's
**BLACK HAWK
White High Shoes
\$2.49**



They're shoes built to take a lot of hard wear... shoes built to protect growing feet! Choose them in white elk, high style for dress, in brown or black elk for day in, day out wear! With flexible leather soles and rubber heels. Sizes 9 1/2 to 12, B, C and D widths. —Children's Shoe Department,
Downstairs at AYRES

**Buster Brown
Ankle Socks
19¢ Pair**

For serviceable day in, day out wear, for school or play, choose these sturdy Buster Brown ankle socks! They're knitted of fine durable cotton, with reinforced toe and heel. Firsts and irregulars in the group. In a variety of attractive colors and wanted sizes.

—Hosiery Department, Downstairs at AYRES



**Little Boys' Spring Coats
\$3.98 \$5.98 \$6.98**

Your young man about town will look very debonair in these Spring coats! They're just like Dad's, just as smart and as beautifully tailored. In navy cheviot and tweeds. Sizes 2 to 6.

**All-Wool Flannel Suits
FOR LITTLE SISTER!**

They're pert and cute and just like sister's. These all-wool flannel suits are neatly tailored, with a pleated skirt and removable suspenders. Red, copen and aqua. Sizes 3 to 6x.

\$7.98

**Tots' SKIRTS
\$2.00**

Gay little skirts in pastel plaids and solid pastels. Choice of gored and pleated styles, all neatly tailored. Sizes 2 to 6x.

**Tots' BLOUSES
79¢ to \$1.19**

Attractive cotton and rayon blouses with a dainty Peter Pan style collar. Some have ruffled fronts. All white, and white with colored embroidery trim. Sizes 2 to 6x.

Tots' JUMPER DRESSES, \$2

Diminutive spun rayon jumpers in pretty pastels over a white blouse. Sizes 3 to 6x.