

AYRES DOWNSTAIRS STORE

Friday at 9:45! Exciting! Colorful!

Easter Coats and Suits

COMPARE the Workmanship!

COMPARE the Fabrics!

COMPARE the Styles!

\$18

Where but Ayres Downstairs Store can you find such a huge selection of coats and suits! Where else can you find such beautiful fabrics; such expert workmanship, flattering styles and luscious colors! Where else can you find all these . . . for the tiny price of \$18 . . . but Ayres Downstairs Store's Coat and Suit Departments!

The SUITS:

All-Wool Shetlands Tailored Types
Twills Soft Dressmaker
Classic Types Types Cardigans

Sizes 10 to 18 in the group.



The COATS:

All-Wool Shetlands Reefers
All-Wool Tweeds Boy Coats
All-Wool Fleece Bobby Coats
Chesterfields Shortie Coats

Sizes for Juniors, Women, Misses

—Coats and Suits,
Downstairs at AYRES.



The COLORS:

Red Gold
Lilac Luggage
Powder Blue Natural
Navy Black
In the group.

SEW and SAVE!

Choose Fabrics in Our
Home Sewing Center

New Spring Woolens

\$1.97 TO **\$2.69** YD.

TWEEDS! CREPES!
PLAIDS! SHETLANDS!
CHECKS! JERSEYS!
PLAIN FABRICS! HERRINGBONES!

54 Inches Wide. White and Colors.
Each piece marked as to Wool Content.

Spun Rayons! Butcher Linens, Yd. 89¢

36 Inches wide. Good usable remnant lengths. Choice of white, blue, tan, green and gold. Baby butcher linen in blue, green, turquoise, red, 55¢ yd.

Printed Spun Rayons . . . Yd. 59¢

New Spring patterns and washable fast colors. 36 Inches wide. Choice of large or small floral designs.

New Muslin Remnants . . . Yd. 39¢

Floral designs and stripes in a wonderful selection of patterns and colors. 36 Inches wide. Long, usable lengths.



\$4.50

The All-Time
Favorite

"Active Maid" Loafers

The all-time favorite . . . loafers have no rivals in comfort and casualness. You'll like Active Maid Loafers for their softness, their snug fitting heels. Made of brown elk. Sizes 4 to 9, AAA to C.

—Fashion Shoe Department,
Downstairs at AYRES

Toddler's Pastel

COATS

Pert and pretty for the Easter egg parade! Neatly tailored with touches of dainty embroidery. Lined in fine quality rayon. Rose, open, red. Sizes 1 to 3 years. Matching hats, \$2.00.

\$6.98



Toddlers' "Nannette" Frocks

Rayons, sheer lawns, dainty dimities. In solid pastel colors and delightful floral prints. Lovely lace and embroidery trims. Fast colors, deep hems. Sizes 1 to 3.

\$2.00

—Youth Center
Downstairs at AYRES

'No-Seam' Bareleg Stockings

• Rayon Leg! • Cotton Top!

Beautifully sheer bareleg stockings—with no seams to mar the beauty of your legs! The leg is of rayon; the tops, heels and toes are reinforced with cotton. Smart Spring colors. Sizes 8 1/2 to 10 1/2.

—Hosiery, Downstairs at AYRES

IRREGULARS

43¢
Pair



*A Spot of Spring
In Dazzling*

Polkadots

\$8.95

SIZES 12 TO 20

Bright before your eyes—gay sparkling polka dots that are fresh as Spring. Especially new and pretty with a perfect figure-look, fullness at the waist, smooth over the hips. Right for now and for all occasions. We've a wonderful selection, all inexpensive, but expensive-looking. Luggage, red, navy, light blue in the group.

—Fashion Dress Department
Downstairs at AYRES

