

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
Twills
Classic Types

Tailored Types
Soft Dressmaker
Types
Cardigans

Sizes 10 to 18 in the group.

The COATS:

All-Wool Shetlands
All-Wool Tweeds
All-Wool Fleece
Chesterfields

Reefers
Boy Coats
Bobby Coats
Shortie Coats

Sizes for Juniors, Women, Misses

—Coats and Suits,
Downstairs at AYRES.



Reefer coat in all-wool shetland.
New, soft waistline, gored back.
Pastels.

The COLORS:

Red
Lilac
Powder Blue
Navy

Gold
Luggage
Natural
Black

In the group.

Loafer coat in all-wool shetland
with large flap pockets, wider,
rounder shoulders.

Three-button classic suit with
widened lapels. Skirt has a front
and back kick pleat. Pastels.

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, copen, red. Sizes 1 to 3 years. Matching hats, \$2.00.

\$6.98



Toddler's "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!

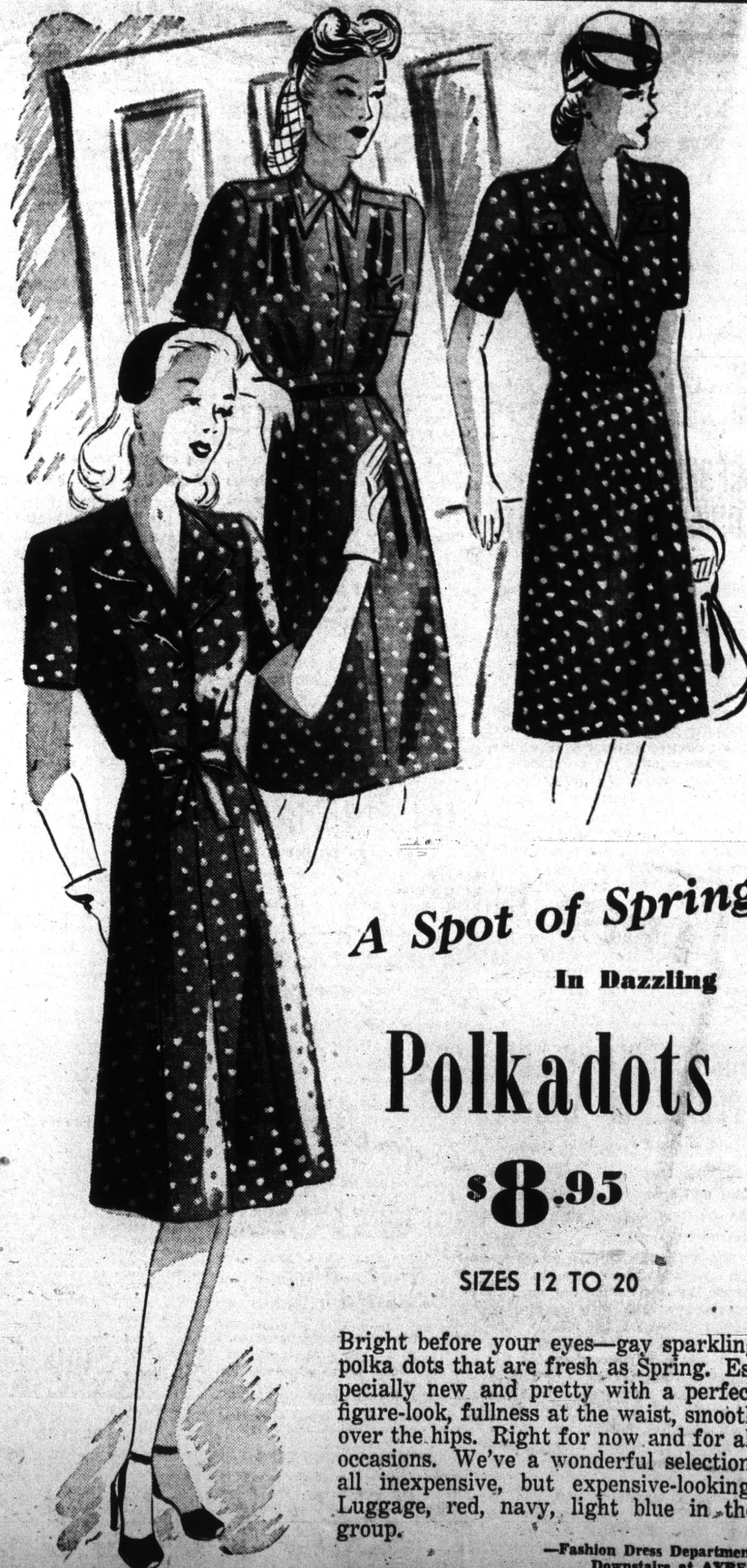
IRREGULARS

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 8½ to 10½.

43c

Pair

—Hosiery, Downstairs at AYRES



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

SEW and SAVE!

Choose Fabrics in Our
Home Sewing Center

New Spring Woolens

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

TWEEDS!

PLAIDS!

CHECKS!

PLAIN FABRICS!

CREPES!

SHETLANDS!

JERSEYS!

HERRINGBONES!

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

Spun Rayons! Butcher Linens, Yd. 89c

36 inches wide. Good usable remnant lengths. Choice of white, blue, tan, green and gold. Baby butcher linen in blue, green, turquoise, red, 89c yd.

Printed Spun Rayons . . . Yd. 59c

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

New Muslin Remnants . . . Yd. 39c

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