

AYRES' DOWNSTAIRS STORE

Tomorrow! Exceptional Values! A Daring Low Price!
BRAND NEW FLAREBACK AND BOX STYLE COATS

\$18.95

Here's a value you can't afford to miss! A wide selection of newest Spring styles in beautiful fabrics and choice colors . . . at an amazingly low price. Grey, kelly, aqua, red, black, toast and powder blue . . . sizes 9 to 17 and 10 to 20.

Use Our Convenient Layaway Plan!



Suede cloth cardigan style shortie with yoke back. Grey, kelly, aqua and powder blue. Sizes 11 to 18.

Gabardine "Sel-Craft" box coat with belt. Grey and brown . . . sizes 9 to 17.

Box coat of all-wool diagonal with flange shoulders. Grey, aqua, black, toast, red, powder blue and kelly.

Suede cloth cardigan style shortie in kelly, red, black and aqua. Sizes 10 to 16.

FASHION COATS—Downstairs at AYRES'

SHOP EARLY AT AYRES'
 9:00 TO 5:25
 TUESDAY THRU SATURDAY
 CLOSED MONDAYS

**Contrasting
Navy and White**

\$12.95

Smartly styled two-piece rayon crepe dress in navy with sparkling white embroidery trim. Blouse features a tucked bodice and a pleated peplum. Navy only . . . sizes 12 to 18.

FASHION DRESSES—
 Downstairs at AYRES'



Flowers Top Your Easter Bonnet

\$3.98

Flowers are the fashion . . . on sailors, pill boxes, suit brims, off-the-face styles . . . a large assortment of flower trimmed straws in black, navy and white.

FASHION MILLINERY—Downstairs at AYRES'

All-Wool Bolero Suit

\$9.95

A chic suit as it is . . . expands your wardrobe when you wear the jacket with other skirts, the skirt with other jackets. Dress it up with a gay scarf . . . or dress it down with sport accessories. Sizes 12 to 16.

Use Our Convenient Layaway Plan!



**Costume
Jewelry for That Finishing Touch**

**\$1.00 Each
Plus Tax**

Strands of lustrous pearls . . . matching earrings . . . tiny, sparkling jeweled pins. Wear them in sets or separately to give your costume added zest.

FASHION ACCESSORIES—Downstairs at AYRES'



**Fashionable
Feet Step In
Black Patent**

\$6.95

Spring brings black patent into the limelight . . . shiny patent fashioned into sandals and pumps for your glorious Easter.



SPORTSWEAR—
 Downstairs at AYRES'



Pretty Spring Blouse

\$3.00

Plain round neck rayon crepe blouse with cap sleeves and embroidered jabot effect. In powder blue, kelly, brown, pink and red . . . sizes 32 to 38.

Other blouses from \$2.50 to \$4.95



**NOW AT A
NEW LOW PRICE**

**Full-Fashioned . . . Irregulars of \$1.35
\$1.98 Quality . . . now**

**No-Seam Nylons . . . Irregulars of \$1.15
\$1.65 Quality . . . now**

A great value in nylon hosiery! Slight irregulars of famous "Sheermode" hosiery . . . scarcely detectable imperfections that will not shorten the life of these stockings. Both the full-fashioned and no-seam stockings are in fine gauge, giving exquisite sheerness and beauty. "Sheermode" individual fit service solves your hosiery problems. Come in and let us fill out a Fit Analysis Card for you.

HOSEYERY—Downstairs at AYRES'



High heel sandal with open toe and wide strap. Sizes 4 to 9, AA-B.



High heel sling back pump with wide open toe and open heel. Sizes 4 to 9, AA-B.

FASHION SHOES—Downstairs at AYRES'