



AYRES'

Bringing You A Parade Of Smart Easter Fashions With Values For The
Save Your Buying Dollars! . . . Shop Early Tomorrow!

Easter Fashions

DOWNSTAIRS

All Wool Covert EASTER COATS

Favorite Navy
Warm-toned Honey

Finely fashioned, superbly tailored all-wool covert Spring coats . . . all fully lined and carefully detailed in fashion's newest silhouettes, and priced so amazingly low! Coat sketched is wide-collared, high-cuffed, has flaring yoke back. Sizes 10 to 18. Other styles available in sizes 9 to 45 and 38 to 44.

18⁹⁵

FASHION COATS—Downstairs at AYRES'

CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9.00 to 5.25

Famous "Black Hawk" Children's Shoes for Easter

4.50 and 5.00

Sizes 8 1/2 to 12

Sizes 12 1/2 to 4

Widths A to D

Famous "Black Hawk" shoes, styled to give your children the best in wear, looks and protection for young growing feet! Style A: Girl's Strap Sandal with cut-out vamp. Black or white. Style B: Boy's Wing-Tip Brown Oxford with perforated trim.

CHILDREN'S SHOES—Downstairs at AYRES'



For Your Easter Parading! Costume Jewelry

Famous "Coro" jewelry to add glitter and glamour to your Easter costume. Many exquisitely wrought designs in scatter pins, earrings and lariets . . . all priced to please!

Earrings set with simulated stones . . . \$1.00 plus tax
"Aladdin" Lariat in silver . . . \$2.00 plus tax
(Complete with rhinestone or multi-colored stone pin. Matching scatter pins and earrings . . . \$1.00 each, plus tax)
"Whimsey" Gold Lariat . . . \$1.00 plus tax
Scatter Pins . . . \$1.00 plus tax
ACCESSORIES—Downstairs at AYRES'

Coro
JEWELRY

Big and Little Sister "Matches" in All-Wool Capes

Sizes 3 to 6x **\$3** Sizes 8 to 14 **3⁹⁸**

LITTLE GIRLS' ALL-WOOL CAPE . . . Perkily styled with a flare for Easter. Gold-finish button trim. Navy or Red. 3 to 6x.

GIRLS' ALL-WOOL FLANNEL LONG CAPE . . . "Parker Wilder" smartly designs this cape "long" for Easter. Full back with dainty embroidery trim. Navy or red. 8 to 14.

TOTS' and GIRLS' WEAR—
Downstairs at AYRES'



For Big 'n Little Sister
on Parade!

Girls' All-Wool Flannel Cape Suit

5.98

Cleverly designed by "Parker Wilder" of 100% wool flannel. Plaid swing skirt, solid color cape accented with plaid collar and sleeve trim. Navy, Red. 7 to 14.

Girls' All-Wool Flannel
Coat and Hat Ensemble

7.98

Soft pastels for your little toddler's Easter . . . in a dainty embroidery-trimmed coat and bonnet set. Beautifully tailored . . . made of "Aralac." 1 to 3

TOTS' and GIRLS' WEAR—Downstairs at AYRES'



What a Young Man Fancies for Easter. 2-Piece SUITS

19.98 and 22.50

For his handsomest Easter, looking smart as Dad, he chooses smoothly tailored suits in covert, flannel, gaberdine or tweed! A beautiful assortment in this group . . . Exceptional values at these family-budget prices! Favorite patterns and colors. Sizes 10 to 18.

BOYS' WEAR—Downstairs at AYRES'



Boys' Short Sleeve Polo Shirts

Sizes 6 to 10 **1.59**

Sizes 10 to 18 **1.79**

For all the rough 'n tumble wear he can give them this Spring and Summer . . . short sleeve COMBED YARN polo shirts . . . made of selected long staple two-ply cotton. Handsomely styled by "Haddon." Washable. Bright bold stripes.

BOYS' WEAR—Downstairs at AYRES'



From the Teen Shop!

All-Wool Covert TOPPERS

For Easter Wear!

16.98 and 22.98

For smart Easter-parading Teens . . . Stylish 100% WOOL COVERT toppers in a selection of belted back or swing back models. Some with new jaunty button trim. Navy, Grey, Red, Green. 10 to 16.

TEENS' WEAR—
Downstairs at AYRES'

