

JANUARY SALES

DOWNSTAIRS at AYRES



The Wind Sweeps Spring's Silhouette Into ACTION

This glorious new Silhouette for Spring has a forward sweep that makes the wearer look as if she were the plaything of zesty breezes. Everything you wear will be whipped into motion! Your coats, hats, dresses, blouses—and even your shoes will be stirred by this new spirit. The drift of things will be "whichever way the wind blows"... Upward! Downward! Forward! Backward! This fashion will give you a restless new silhouette that is youthful and appealing. It has the wind-swept stream lines of a fast motor boat or airplane. We warn you—it will make all your old clothes seem static and staid! See for yourself—tomorrow—in Ayres Downstairs Store!



\$19.75

A whirlwind has swished the ascot tie of this suit forward. Deep violet blue coat with a skirt that contrasts. Complete with an impish beret.

\$6.95

The forward motion is expressed by the frilly white neckline. A heavenly chalky pastel crepe in powder blue. Note the side pleats.

\$19.75

The forceful beauty of the wind blown silhouette is seen in this navy blue suit. It has a contrasting lining matching the blouse.

\$24.75

The collar of this boucle tweed sport coat is propelled forward as if a gale had hit the wearer in the back. Wrinkle, dust and moisture proof.

\$24.75

Another boucle tweed sport coat with the wind-swept stream lines of a racing airplane. Note the drift of the drooping zephyr. All green crepe with $\frac{3}{4}$ sleeves.

\$6.95

You'll be up to your neck in chic, with a white double bow, blown forward by the first spring zephyr. All green crepe with $\frac{3}{4}$ sleeves.

\$6.95

An eternal favorite for early spring! Navy blue with white printed figures. The flowers at the neckline are blown upward.

\$6.95

Prints in bright gay floral designs breeze into the fashion picture for spring with tie and ruffled shoulders flying high.

—Downstairs at Ayres.

Our KABO-ETTE "Lastex" Girdle Is Just Made for Youth—\$2.50



It Took Only a Gentle Breeze to Sweep These **Sweaters** Into Fashion!

A current of approval will greet you wearing one of these NEW spring sweaters. Here are several eye-catching examples of the whole flock. Bright, light colors, gay as the first spring day. Tailored, high neck style with striped vest and collar. Plain color in mesh weave with low neckline and big buttons. Double breasted styles in bright spicy hues. Sizes 34 to 42.

\$1.98

Real Suede
Jackets
\$3.98

For breezy spring days. On brown or green. The popular cossack style. Sizes 14 to 20. Seconds.

Even the New **Skirts**
Move Forward With Fashion!

\$1.98

These new skirts will sweep you off your feet. They can be worn now, yet will have a future this spring. Your first choice will be a light weight flannel skirt in brown, black, navy or assorted high shades. You'll surely select a tweed in black, brown, gray or subtle mixtures. Sizes 26 to 32.

—Downstairs at Ayres.



Smart Is the Windswept
Head... Whose

Spring Hats

Sweep Back Off the Face!

\$1.98

A regular gale of stimulating new hats, wind-swept into vigorous young lines, will breeze you into the spring fashion picture. Breton sailors are very much here again! New brims sweep forward and aft! Off-the-face styles have an upward movement. Pill boxes that are enchanting! Draped turbans are beguiling!

—Downstairs at Ayres.

Youth Likes to Breeze Along in These
New Bicycle Ties

\$3.95

These new shoes will be the perfect companion for your new windblown suits and frocks. The smart, sleek, stream lines of this black or brown low heeled oxford peps up your entire youthful and appealing wardrobe. Sizes 4 to 9—widths AAA to C.

—Downstairs at Ayres.



When Streets Are Windswept...
You Can Be Nonchalant—If You're Wearing



REAL SILK
DeLuxe Hosiery
(Our Famous Irregulars)

60c Pair

The new windblown mode demands sheer, beautiful silk hosiery. These sheer chiffon of Real Silk DeLuxe are sure to meet with your instant approval. They're made from the freshest silk to give you longer-than-usual wear. Latest methods of manufacturing insure sheer beauty. In the colors to "go with" the new windblown suits, coats and dresses. Protected by 10 Valiant Guardsmen, a Real Silk patented feature.

—Downstairs at Ayres.