

AYRES DOWNSTAIRS STORE

Spring Fashions

DESIGNED FOR YOU

Women's All-Wool Plaid Jackets

\$3.98

For your spring sports ensemble you'll wear an all plaid wool jacket. Smart new notch collar styles are becoming and flattering. The fitted styling gives a slim look. Single breasted, two button styles, two pockets with lined shoulders and sleeves. Colors in Powder Blue, Grey, Rose and Biege. Sizes 12 to 18.

Solid Colors in All-Wool Skirts

\$3.00

A grand harmonizer for your plaid jacket... solid color all-wool skirts, look slimming and casual. Styled with patch pockets, gored skirts and belts. You'll need several for your balanced sport ensemble. Colors in Rose, Powder Blue and Aqua. Sizes 24 to 30.

White Batiste Blouses

\$1.00

That casual feminine touch makes it a woman's sport world. Lavished with lace on the band bottom and inserted in the front of the blouse. Crystal clear buttons. Short sleeves and they're as washable as your practical hankies. White only, in sizes 34 to 40.

—Downstairs at Ayres.



(A) Sheer Wool

Coat Dress \$7.98

The sheer wool coat dress makes its bow for spring and exhibits bits of detachable trim in crisp white. As predicted, the accent is on pockets and they're very efficient. It's a background dress for active you. Fashioned in Navy Blue. Sizes 9 to 15 in the group.

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(B) Polka Dot Dress With

Matching Turban \$5.98

Polka dots mean spring... and we mean polka dots! They're fresh and that's what everyone wants. Classic shirtwaist style in a two-piece dress with attractive turban to match. Breast pockets, long sleeves, and shirred shoulder treatment... it's all spring! Colors in Grey, Powder Blue and Rose. Sizes 12 to 18 in the group.

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(C) Charming Simplicity in a Shirtwaist Dress \$3.98

This dress gains its popularity because of the lovely charm generated by its tailored simplicity. Its uses are just too numerous to count. White bengaline collar with pearl button trim. Stitched shoulders and bodice. Colors in Black and Navy. Sizes 14 to 20 in the group.

—Downstairs at Ayres.

Casual Clothes - to wear all day long



School Girl Breton Spring With a Thrill

\$2.00

Plain wool felt in the number one hat in any spring parade. The hat acclaimed by casual lovers everywhere. Bound in grosgrain ribbon with two long streamers flaunting fashion wherever they go. Colors in Navy, White, Red and Royal Blue. Head sizes 21½ to 22½.

New Tyroleon Topper in Plain Finish Felt

\$1.00

An ageless classic felt to be worn with brim snapped up or turned down. A jaunty air achieved by the tyroleon effect to strike a note in harmony with your loveliest spring costume. Colors in Black, Navy, White, Copen, Dusty Rose, Daring Red, Turf Tan, Hot Pink and Platinum Grey. Head sizes 21½ to 23.

—Downstairs at Ayres.



"Corliss" Elasticized Pump in Alligator Calf

\$2.99

An elasticized pump by "Corliss" fashioned in simulated alligator with gabardine spat effect. A smart new shoe fashion that will demand a lot of attention wherever it's worn. Wall toe and Cuban heel. Black only. Sizes 4½ to 8. Widths AAA to B.

"American Girl" Oxford in Navy Blue Calfskin

\$4.95

American Girl shoes for the casual lover demanding fashion with comfort. Fashioned with moccasin toe in Navy Blue calfskin or Turf Tan. Flexible sole, reinforced arch, metatarsal pad and snug fitting heel. Sizes 5½ to 8, widths AAA to B.

—Downstairs at Ayres.



(A) Grey Reefer Coat in Flannel Fabric

\$10.95

Soft grey flannel fabric moulded into spring grace and charm to glorify you in a reefer coat. Notched bound collar for that tailored effect. Modified slash pockets. Styling that gives a smoother hip to bust line. Sizes for Misses.

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(B) Striped Tweed Boxy Coat

\$10.95

Striped tweed boxy coat with smart new sleeve and shoulder treatment that marks it 1940 spring fashion. Black and white in herringbone pattern. A boxy coat will be the backbone of your spring wardrobe. Sizes for Misses and Juniors.

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(C) Casual Monotone Tweed Box Coat

\$16.95

Casual monotone tweed boxy coat in soft rose color for a spring tonic. A pick-me-up to any wardrobe grown weary with winter drabness. Novel shoulder treatment with cartridge effect. Sizes for Misses.

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(D) Classic Camel's Hair and Wool Coat

\$16.95

It's just not spring without a Camel's hair and wool classic coat to wear. New spring treatments make this old favorite adorable for you. Two breast pockets and two side pockets carry on the new fashion demand for pocket emphasis. It comes in natural color in sizes for Misses.

—Downstairs at Ayres.

