



AYRES 

We Choose From Junior Corner,

Navy and Black DRESSES

\$3.98

SIZES 9 to 17

You can be "Deliberately" Youthful this spring! Your smoother lines and smart dress appeal will not be accidental but planned with care and forethought. Let Junior Corner do this little trick for you. We're showing Jacket Dresses, 2-Pc. Dresses, Print Dresses and Tailored Dresses. Colors are in Navy, Black, Grey, Rose, Powder Blue. Trims in Lace, Striped Taffeta and Pique.

Other Spring Dress Selections **\$6.98**

A group of better dresses, including Jacket Dresses, Bedingotes, in tailored and dressy styles. Navy, Black, Powder Blue and Rose. Sizes 9 to 17, 12 to 20. —Downstairs at Ayres.

Morning, Noon and Night . . . We've a Stocking for Every Need!

“SHEERMODE”

Wardrobe STOCKINGS

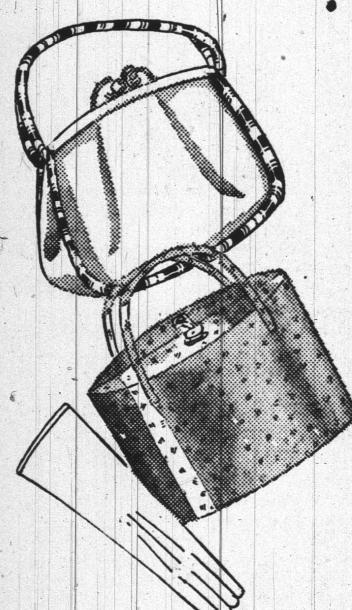
2 Thread
3 Thread
4 Thread
79c
PAIR

Irregulars of Better Hose

No SHADED RING
LIKE THIS
AT THE ANKLE

If you want a 4 thread for durable morning wear, a 3 thread for lighter afternoon wear or the sheer silkiness of a 2 thread stocking . . . "Sheermode" offers all three in irregulars of stockings that sell for much more than this low price. They're woven in one operation to omit any shaded ring at the ankle.

—Downstairs at Ayres.



Beauty Treatment for Spring Costume!

HANDBAGS

\$1.00

Nothing accents a costume as much as a lovely handbag, rich in color and smart in appearance. You'll find a nice selection of styles in simulated leathers of many kinds. Colors are Black Patent, Navy, Red and White in the group.

White Gloves
\$1.00 Pair

Double woven cotton rayon suede cloth fashioned into charming accents to your Navy coat or costume. Deft manipulation of dull rich fabric gloves will bring the most to your ensemble. They come in classic 4 and 6-button length silicons. —Downstairs at Ayres.

Styled for Sports and Fun!

Spring JACKETS
\$3.00

Exciting spring styles in attractive plaid and stripe spring jackets. Classic cardigan necklines and notch collar styles. Single breasted and full cut with pockets. Sizes 12 to 18.

Spring SKIRTS
\$2.00

Spring skirts in plain colors of dusty rose and powder blue. Front and back pleats to give more freedom. They're truly active sports skirts. Sizes 24 to 30.

BLOUSES
\$1.19

Tailored rayon blouses with dainty little feminine touches to make them adorable. Front pleats with novelty stitching. Colors in White, Powder Blue and Dusty Rose. Sizes 32 to 40. —Downstairs at Ayres.



DOWNSTAIRS STORE



"Hit of the Spring Season"

**Rolled Edge
Straw Sailors**

\$2.00

From the vast collection of spring hats, this straw sailor has emerged the "hit" hat. Hand-rolled edge and gros-grain ribbon trim. Colors come in Black, Navy and White with solid or contrasting trim. Head sizes 22 to 23. —Downstairs at Ayres.

★

“FRUIT OF THE LOOM”

**Rayon Satin,
Rayon Crepe**

SLIPS

\$1.00

If you place a lot of confidence in your slip, and expect it to add to the smooth flowing lines of your dress . . . you'll find all the slip qualities you're looking for in the quality and styling of these "Fruit of the Loom" rayon crepe and Rayon Satin slips. Choose from 4-gore and bias styles with Cal V lace trimmed and tailored tops. Tea Rose and White in Sizes 32 to 44. —Downstairs at Ayres.

We've Picked a Style for You

DRESSMAKER

Coats and Suits

\$10.95

For those of you who are seeking the soft moulded dressmaker lines in your coats and suits for spring, we recommend this economically priced group that brings you smart new spring styling with details and trims that belie their tiny price. Coats come in Navy and Black in fitted and boxy styles. Some with Pique collars. Suits are 2-piece style in Shetlands, twills and worsteds. Sizes for Juniors, Misses and Women.

**Other COATS
and SUITS**

\$16.95

Distinctive tailoring, careful details, all that goes to make better spring fashions, colors in Navy and Black. Tailored and Dressmaker styles. —Downstairs at Ayres.

Now's the Time to "Dress Up" for Spring!



Men's New Spring SUITS

\$15.95

Nu-Greens
Blue Greens
Greys
Tans
Chalk Stripes
Tweed
Herringbones

Double Breasted Drapes
Single Breasted Sport Models
Business Suite
Sharkskins

Now's the time to come down to Ayres' One-Stop-Men's-Shop in the Downstairs Store! It's full to overflowing with the newest garments for Spring . . . new colors . . . new fabrics . . . new styles! The suits are expertly tailored in hard finished woolens and colorful sports fabrics—tweeds and soft finished novelties! Sizes 34 to 46.

Buy on Our Budget Payment Plan
(Ask Your Salesperson for Details)

SAMPLE SALE!

Men's Topcoats

\$12.95

Saleman's samples of higher priced topcoats that we bought for much less than the regular price. We're selling them for less, too. Nicely tailored with fine quality Easi-glo linings. Sizes are 32 to 20.

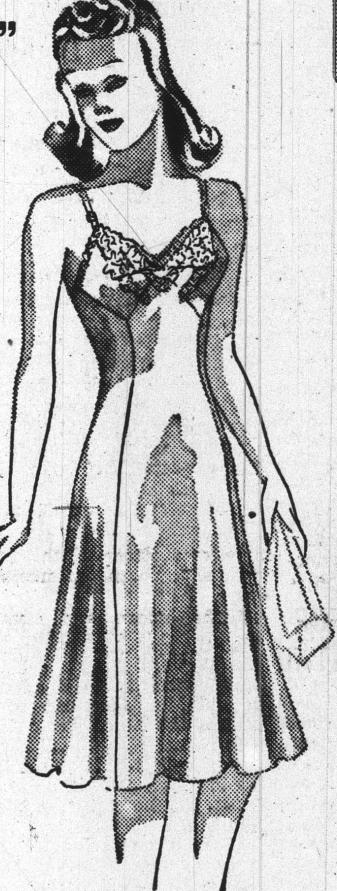
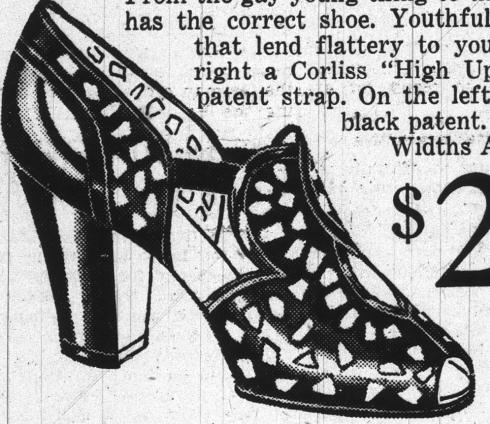
—Downstairs at Ayres.

A Shoe, A Style . . . For Every Woman!

“CORLISS”

Spring SHOES

From the gay young thing to the conservative matron, Corliss has the correct shoe. Youthful styles, Matron styles, styles that lend flattery to your feet. We sketch right a Corliss "High Up" wedge in black patent strap. On the left a cutout pump in black patent. Widths AAA to B.

\$2.99

—Downstairs at Ayres.

★

Warner's Famous

“Alphabet”

BRASSIERES

\$1.00 Ea.

Styled to Fit 3 Types of Busts

A—Brassieres to fit Tiny busts . . .	\$1
B—Brassieres to fit Average busts . . .	\$1
C—Brassieres for the Full bust . . .	\$1

This is the closest convenience to custom made brassieres that you can find, and at a price that is but a fraction. Three distinct sizes to fit practically any size bust and give that smooth moulded look you're looking for.

—Downstairs at Ayres.

A Shirt Every Man Knows . . . and Wants!

Men's

Cranbrook

SHIRTS

\$1.19

Year in and year out many men know that Cranbrook shirts give longer wear and better service for their money. They come in whites, plain colors and fancies, their fully sanforized and tailored to fit you RIGHT. Sizes 13 1/2 to 17. Also 17 1/2 to 20 at . . . \$1.49

—Downstairs at Ayres.