



Betty Shaw
Features Elasticized
GABARDINE
in
STYLE
SHOES

\$4.00

Black Elasticized gabardine open toe pump. High heel. Patent trim.

SIZES
4½ to 9
WIDTHS
AAA to B

Black Elasticized Gabardine pump with patent and bow trim, open toe and high heel.



AYRES  **DOWNSTAIRS**  **STORE**



Check ✓ and Double Check ✓✓

**JACKET
DRESSES**

\$7.98

Sizes 9 to 15

We call it check and double check because of its charming versatility. A check dress with solid color jacket trimmed in the same check fabric. Colors in Black or Navy. Jacket is fitted with pearl buttons to waist. Dress also has pearl buttons to waist. —Downstairs at Ayres.



Get a New Accent on Charm!

"Evelyn Alden"
Costume Suits

Advertised in Glamour Magazine

\$7.98

Exclusive
Downstairs
at Ayres

Sizes 12 to 18

You'll get a new lease on charm for spring in one of these very lovely "Evelyn Alden" costume suits. A separate coat and dress ensemble that can be worn separately as well as together. Choose them in Navy or Black. —Downstairs at Ayres.



A Sparkling New
Selection of
Betty Shaw
CHIFFON
STOCKINGS

59c PAIR

Genuine crepe 4-thread weight chiffon stockings with their famous picot hem and runstop. Very becoming in all of the new early spring shades to flatter your new ensembles. Beautiful stockings make any costume look more charming. Betty Shaw's have lisle reinforced feet to insure longer wear. —Downstairs at Ayres.



Spring Winds May Blow, Be Safe, Wear

**Rayon Fabric
TURBANS**

\$1.00

Close fitting rayon fabric turbans to flatter and cling tight when frisky spring winds get playful. We feature them in bright colors such as Red, Indian Brown, Aqua, Royal, Palm Tree, Beige and White. Also in Black and Navy. Headsizes 22 to 23 in the group. —Downstairs at Ayres.

**Choose Your Colors
for Spring Sportswear**
BLOUSES.. \$1, \$2, \$3

A complete assortment of blouses and shirts in Batiste, Rayon Crepe and many other materials. Long and short sleeves. Tuck-in and band bottom styles. Colors in White and your choice of pastels. Sizes 32 to 40.

JACKETS.. \$3 to \$7.98

Plaid, Pastels and dark colors, double and single-breasted styles, novelty buttons, tailored details. Many with military influence. Sizes 12 to 18.

SKIRTS.. \$2, \$3, \$5.98

Wool crepe and rich rayons in smart new colors of Navy, Black, Brown and numerous pastel colors including plaids. Zipper plackets, gored and pleated styles. Sizes 24 to 30.

SKETCHED
Long sleeve shirt with French cuff, convertible neckline. Sizes 32 to 40 in white. \$2
Military Jacket in Red or Navy, double-breasted with Brass buttons and sleeve emblem. Sizes 12 to 18 in the group. \$3
Checked skirt in Black and White Wool with pleated fullness. Flared at back. Black button placket. Sizes 24 to 30. \$2
—Downstairs at Ayres.



Announces A Brilliant New Line of
Dress Coats for Both
Misses' and Women's Sizes

Jean Harper

(Exclusive Downstairs at Ayres)

DRESS COATS
Of Distinctive Styling and
Superb Craftsmanship

\$17.95

AND

\$21.95

Coat news that will thrill every lady that loves beautiful coat fashions. Jean Harper Coats, sold only in Ayres Downstairs Store, are styled in fashions of the moment and tailored to superb perfection. See the tiny details and quality inner construction of a Jean Harper coat before you buy your new coat for spring. All hand-felled linings with reinforced seams, coats scientifically tested to insure satisfaction.

A
Misses' sizes in a six button fitted reefer model. Original Jean Harper wing collar. Made of Julliard twill fabric \$17.95

B
Misses' sizes in fitted reefer model. Pocket trimmed coat with modified military influence. Carefully tailored as to details \$17.95

C
Women's boxy coat, button back convertible tuxedo model. Made of Julliard's all-wool self-striped crepe \$21.95

D
Women's half-size coats in sizes 35½ to 43½. Made of Poiret twill with stitched collar \$21.95

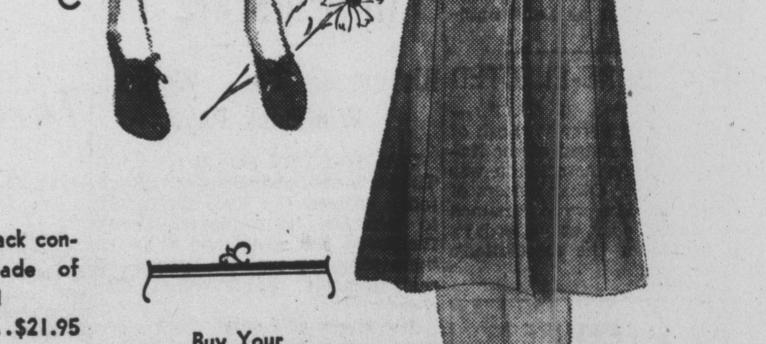
E
Misses' sizes in reefer model. Made of Whittman's cover cloth. Revere collar, modified military influence \$21.95



D



C



Buy Your
New Coat
on Our
Budget Payment
Plan.

E

Ask Your
Salesperson
for Details.