



AYRES DOWNSTAIRS STORE



PLAIDS or CHECKS IN SUITS

For Misses' Sizes

\$14.95

Gay suits to start you smartly into spring and summer. Plaids and checks mark a pleasant diversion from drab winter. See yours tomorrow in this vast collection of smart styles for winter. 3-Button styles, club collars, fitted jackets, pleated skirts, zipper plackets and many other careful details to mark them spring 1942.

—Downstairs Suit Department.



"FRUIT of the LOOM"

Rayon Crepe
Rayon Satin

SLIPS

\$1.39

You'll get new flattery and a better fit with new spring dresses with your "Fruit of the Loom" rayon slip. Bias and four-gore styles, lace and tailored top. Adjustable shoulder straps. Sizes 32 to 44.

—Downstairs at Ayres.



"A HEAD" for Spring!

\$2.00

Flattering little hats that sit jauntily back on your head. Show the world a smart hair-do. Smart and wearable, you'll be ahead for spring in one of these charmers. Black, Navy, Copen, Red, Turf Tan, Kelly and Beige. Headsizes 21 1/2 to 23 in the group.

A new shipment of smart spring straws..... \$2 to \$3.98

—Downstairs at Ayres.

American Girl Style SHOES

\$4.00

Trim and smart afoot. Step into spring with that well-groomed look. Choose from many lovely new styles in all popular leathers, trims and colors.

A. Black or Brown gabardine open toe pump. Patent bow trim, medium heel.

B. Red suede open toe pump, high heel. Also in Black, Blue or Brown gabardine.

C. Black patent open toe pump with high heel. Fafile bow trim.

D. Blue or beige calf open toe high heel pump with dainty bow trim.

—Downstairs at Ayres.



CHECKS For JUNIORS

Thrilling Fashions for the Junior Crowd that Knows What It Wants!

\$7.98

SIZES 9 to 15!

Navy and White or
Black and White Checks!

You can't fool the junior crowd... and when they say checks, they mean checks. Gay checks that flatter, swinging skirts, two-piece styles that hit a new high in spring smartness. Dress them up or dress them down, they're very new for spring.

A. Dress with matching jacket. Dainty velvet trim on collars and pockets.

B. Two-piece dress, pleated skirt on bodice, button front jacket with white pique collar.

—Downstairs at Ayres.

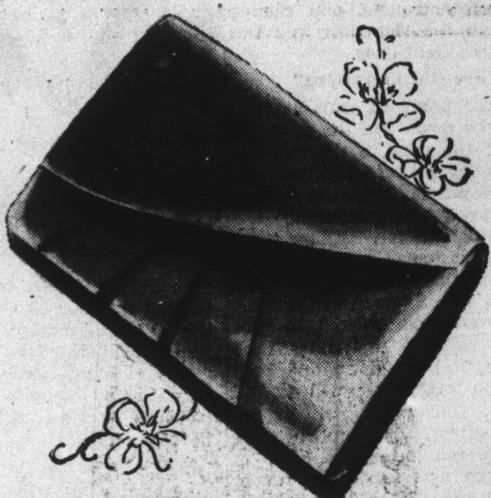


Accessorize Your Costume!

HANDBAGS

\$1.49

Simulated leathers in pouch, top handle, zipper and underarm styles. Black, Navy, Turf Tan, Red and Kelly Green. Zippers and coin purses.



Rayon Fabric GLOVES

4 or 6-button lengths in slip-on styles. Plains and fancies in Black, Navy, Turf Tan, Red, Kelly, Beige and White. \$1 Pr. Sizes 6 to 7 1/2.

—Downstairs at Ayres.



Dainty Batiste BLOUSES

"Fruit of the Loom" blouses of dainty batiste complete with lace inserts and collar trim. Short puff sleeves with lace edging. White only in sizes 32 to 38. \$1.09

Better batiste blouses generously trimmed with lace and interesting detail at neckline. Short sleeves, elastic at back or bottom band. White only in sizes 32 to 38. \$2.00



Spring SWEATERS

\$2.25

Short sleeve styles, crew necklines. Colors in Blue, Pink and White. Sizes 32 to 40.

Long sleeve sweaters, 100% all wool. Colors in Pink, Blue, Yellow, Red, Cherry and Beige. Sizes 32 to 40.



SKIRTS for Spring

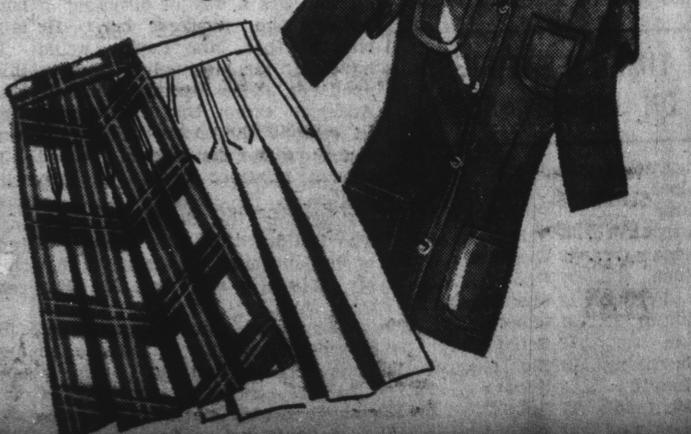
2-Ply rayon skirts in Jumbo Faille. Pleated skirt with zipper placket. Beige, Light Blue, Navy, Black, Brown and Rust. Sizes 24 to 30. \$2.25

Pastel plaid combinations in 100% all-wool fabrics. Talon zipper placket, button band. Sizes 24 to 32. \$3.98

JACKETS for Spring

Pastel plaid combinations in trim-fitted jackets. Patch pockets, notch collars. Sizes 24 to 30. \$3.00

Better jackets for spring, 100% all-wool, smart club collar, four patch pockets. Colors in Brown, Red, Mustard, Blue, Kelly Green, Black or Navy. 12 to 20. \$5.98



ALL-RAYON First Quality STOCKINGS

69c Pr.

You'll marvel at the beauty of this lovely all-rayon stocking. It's full fashioned 45-gauge and sheer looking. Look to this stocking for beauty and longer wear. Now, more than ever before, you'll want to see these lovely rayon stockings. Two smart new beige colors in sizes 9 to 10 1/2.

—Downstairs Hosiery.