

AYRES DOWNSTAIRS STORE



FROM THE JUNIOR-DEB SHOP

"Companions"

Frosted With Icy Eyelet Embroidery!

Dress **\$8.95** • Navy!
Coat **\$8.95** EACH • Powder Blue!

Perfect for furlough brides and special for dates is this dress and redingote ensemble in rayon alpaca crepe frosted with icy eyelet embroidery. It's so practical because you can wear the dress alone, put the coat over other clothes! The waist is beautifully defined, the lines are serenely simple, the skirts of dress and coat are goared to a graceful flare. Choice of navy or powdered blue. Sizes 9 to 15.
—Junior Deb Shop, Downstairs at AYRES

Tomorrow We Proudly Introduce "Borrowed-from-Brother" Coats

- Tailored by a Famous Menswear Maker!
- Made of 100% Wool Menswear Tweeds!

\$15

SIZES 12 to 20!

- Gray! • Brown!
- Blue! • Heather!

These are masculine coats styled for women by a famous men's clothing house. They are made of sturdy, closely woven, imported wool tweed, are finely tailored. The extra details, such as the stitching on the sleeves, change pocket, rayon bound facing, hanger braid, stay buttons and shoulder straps are features found only in higher priced coats.

Trim and wearable, without being bulky, they're comfortable over suits and just right for Spring. Single breasted Boy Coat with fly front; single breasted Balmacaan with button-through front.

—Coat Department, Downstairs at AYRES



Fully Lined
With Genuine
Earle-Glo
Rayon Satin



Madame! Your New Spring Face Framing Bonnet

As sweet and flattering a hat as ever hugged your head and framed your face! An off-face pompadour poke bonnet in wool felt with grosgrain ribbon trim and smartly manipulated brim.

\$2

—Millinery Department, Downstairs at AYRES

The "Year-Rounder"

"Glen-Rio"
SHIRTS
\$2.25



Just as pretty, just as wearable in the fall as in the spring, in the winter as in the summer. Nicely tailored of fresh, crisp spun rayon that doesn't wrinkle easily, launches quickly. With a deep neckline, a bias set-in pocket, matching pearl buttons. Pastels and white. Sizes 32 to 38.

—Sportswear Department, Downstairs at AYRES

Designed for
Rippling
Rhapsodies and
Magical,
Dancing Feet

After-Five
Play Shoes
Designed by "Corliss"

\$3.50

The wail of a saxophone... a man in uniform... and your toes twinkling in shoes designed by Corliss with a hint of wit, a touch of genius for fun and glamour after Five. They're gay, frivolous, utterly feminine, minus toe and heel, come in sizes 4 to 9, narrow and medium widths.

Exclusive With Ayres Downstairs Store



For Perfect Fit
EVERY TIME!

Irregulars of—
Sheermode
Proportioned-Fit
RAYON STOCKINGS
\$1.00
PAIR

Some say rayon hose don't fit. We say: TRY SHEERMODE rayons! The tops fit snugly without binding! The knees don't bag! The seams stay put! There are no wrinkles at the ankle! There's a leg pattern in Sheermode Proportioned-Fit rayon stockings to take care of all your hosiery fit problems... to fit you, and you, and you! Have your Fit Indicator card made out and placed in our files.

Laundering Precaution: All rayon hose should be allowed to dry 24 to 48 hours before wearing.

—Downstairs at AYRES

CONTINUING A TIMELY SALE!

SECONDS of FAMOUS



Dutchess

UNDERWEAR.

1/3 TO 1/2 OFF

Of Regular
First Quality
Prices

CIRCULAR KNIT RAYON GOWNS **\$1.00**

Balbriggan or Tuckstitch COTTON GOWNS... **88c**

CIRCULAR KNIT RAYON SLIPS **59c**

TUCKSTITCH or BALBRIGGAN PAJAMAS... **\$1.00**

RAYON KNIT SLACKERETTES **59c**

At **39c Ea.**

A group of rayon knit panties, briefs, bloomers, vests, "Wooly-wear" tuckstitch snuglies and vests, "Buddies" cotton briefs... all in the famous Dutchess quality, all at a very low price... snugly seamed and figure-fitting.

★
**Porcelain Pretty—with
a Grown-Up Look!**

**Girls' Rayon Flannel
JUMPERS**

SIZES **\$3.00**
7 to 12!

Incredibly chic, incredibly becoming, this pretty and appealing little spun rayon and flannel jumper has a basque lace front, a tie back, a V neck. In wonderfully washable and luscious pastels.

Girls' Demure

Dotted Swiss Blouses
\$1.29

Underneath the jumper, a sweet dotted Swiss blouse with short sleeves, a Peter Pan collar edged with embroidery and lovely lace. Choice of all-white or white with colored trimming. Sizes 7 to 14.

—Youth Center, Downstairs at AYRES

