

AYRES DOWNSTAIRS STORE



The All-American Wool Felt Beret

In Adjustable Headsizes!

They're all-American, because women and girls all over the country are buying them and wearing them day after day on almost every occasion! The beret can be easily and quickly draped to suit your costume, your mood, your face! Fashioned of a fine quality, pliable wool felt. Choice of black, brown, navy and smart spring shades!

\$2

—Millinery Department, Downstairs at AYRES.



(Irregulars)

 **REALTEX**
RAYON STOCKINGS

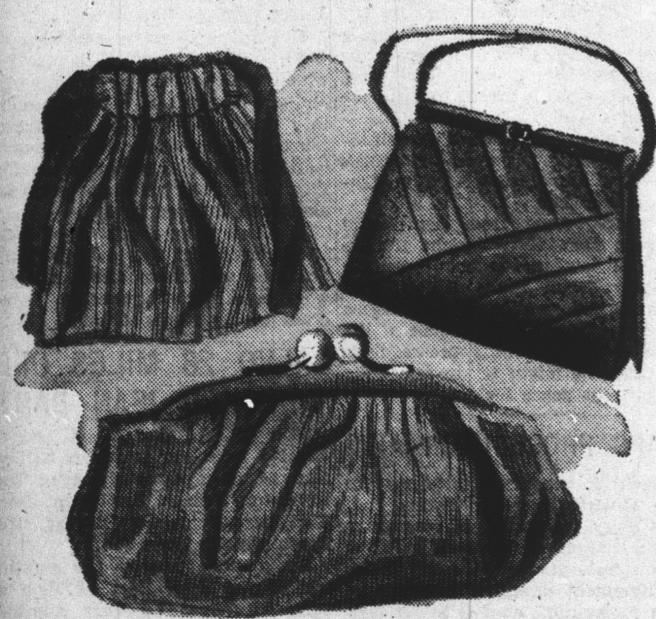
—By REALSILK Mills—

85¢ Pair

Beautiful rayon stockings intended to serve you proudly and well. They are prepared and finished by the famous Realtex process which makes them more elastic, with a permanent clinging fit, a dull luster, a superbly soft feel and more snag resistant. Full-fashioned, with reinforced toe and heel of fine durene cotton. Sizes 8½ to 10½.

LAUNDERING PRECAUTION: Allow all rayon hose to dry 24 to 48 hours.

—Hosiery Department, Downstairs at AYRES.



HANDBAGS That Sing
Of a Brand-New Spring

\$2.00

... and keyed to your costumes, with an ease, a graciousness and a fine feeling for workmanship! There are a multitude of styles, and you'll be able to find pleasing... and appropriate ones... in our exciting group of handbags designed for YOU and your bright new clothes! Choice of tailored, dressmaker, underarm styles, tophandles, and the very new drawstring bag in faille, corded fabric and simulated leathers. Black, brown, navy, tan, green and red.

—Downstairs at AYRES

Suits...
to Be Lived In—Now and Through Spring!

\$15.00

They're classic and casual and slanted to see you through many occasions, now and for seasons to come! They're tailored to a neat perfection, fashioned of fine, soft, all-wool fabrics... pastel shetlands, bold plaids, soft, smoky tweeds. The skirts are briskly pleated, and you may have your choice of jacket styles in the one-button classic, the three-button classic, the four-button cardigan and the new club collar! In singing Spring colors. Also black or navy man tailored suits in misses' sizes.

—Suit Department, Downstairs at AYRES

Sizes for Juniors and Misses!



**It's Smart to
Follow Suit in a**

Suit DRESS

**SIZES
9 to 15! \$8.95** • NAVY!
• BLACK!

... because you can wear it as a dress now and later as a suit. Because it has a young suit look and a pretty practicality that is knowingly simple and beautifully feminine. And because it's versatile, important, and perfectly attuned to the accelerated tempo of these busy days. We sketch a lovely version of the suit dress in rayon alpaca crepe with a pleated lacey collar and a draped waistline that does wonders for even your smooth, young figure!

—Junior Deb Department, Downstairs at AYRES.



SUITED TO SUITS!

**Polished
Calf**

 **AMERICAN**

FASHION SHOES

\$4

Sleek looking, trimly tailored tan and brown calf shoes polished to a neat perfection. They're just right with your new spring suit, your casual clothes, and wonderfully comfortable on your busy feet. We sketch just three from our spring collection: Top, right: Medium heel bow pump in tan! tan calfskin; center, left: low dark brown calf pump with faille bow trim, low heel; lower right: turf tan bow pump, medium heel.

—Fashion Shoe Department, Downstairs at AYRES

Face Framers for Spring

Frilly
Frothy
Neckwear

\$1

Suit-able! Indispensable! Adaptable! And dainty as the first shy flowers of the season! Frothy neckwear has an ability to make your skin fairer, your eyes more starry! It's tonic, too, for your winter-weary dresses and brisk accent to your new Spring suit. We sketch just a few from our Spring collection in sparkling white and soft pastels.

Other Neckwear at 59¢
—Downstairs at AYRES

Women's Vogue deLene
Rayon Knit Undies

(Extra Large Sizes 59¢)
49¢

Panties, briefs and stepins, knit of fine quality rayon yarn that is run-resistant, guaranteed washable and 100% pure dye. They'll wear and wear because the rayon fabric is heavy, closely woven, and the seams are strongly stitched.