

AYRES DOWNSTAIRS STORE



"Lovely Lady" Blouses to Accent Your Suit!

Sizes 34, 36 and 38! **\$3.00**

As beautiful without your suit jacket as under it... a blouse with a touch of sophistication and an air of femininity, soft and lovely as the first Spring violets! Frilled with delicate eyelet embroidery, fashioned of washable rayon crepe. In white only. Sizes 34, 36 and 38.

—Sportswear Department, Downstairs at AYRES

You'll Adore

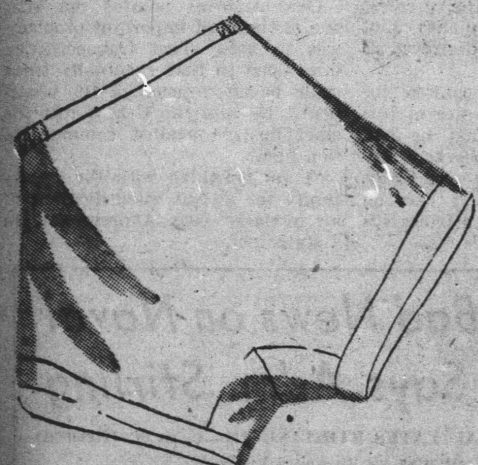
"Miss Adorable" Rayon Satin and Rayon Crepe Slips

Styled by Vogue

\$1.29

They're beautifully fitting, skillfully cut and strongly made! Fashioned of heavy, luscious rayon satin or rayon crepe in trimly tailored or lovely lace trimmed styles. Laboratory tested for wearability and washability, with adjustable shoulder straps, rip proof seams! Tearose. Sizes 32 to 40.

—Downstairs at AYRES



Women's
Vogue
deLene

Rayon Knit Undies

(Extra Large Sizes 59c) **49c**

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 and strongly stitched.

—Downstairs at AYRES



Your New Spring SUIT In Paradise Plaids . . . or Menswear Flannel

SIZES 12 to 18 for Misses!

Colors that drifted right out of paradise . . . soft and cloudy or brilliant as a jewel! Fabrics you've dreamed of and hoped would come true . . . downy and fine and duration-durable! Add them up . . . and they spell Your Spring Suit! We show just two from our Spring collection, featuring new styles, exciting fabrics, stimulating colors.

\$15.00

Left, Above: Three-button classic in superbly tailored men's wear flannel. A suit of which you'll never tire, wear for seasons to come because of its duration fabric, its superbly simple lines. Gray only. Sizes 12 to 18.

Right, Above: One-button classic style in a soft and colorful over plaid. The waistline is tucked for a smoother fit; the shoulders are new, soft and easy. The skirt is pleated. Predominating colors of red, green or brown. Sizes 12 to 18.

—Suit Department, Downstairs at AYRES.



Wool Felt!

You Love It the Year 'Round!

\$3.00

You love it just as much in the Spring as in the Fall or any other season in between! But, you'll love it especially in this Spring's exciting, enchanting new styles! There's a color to flatter every pair of eyes, a hat for every single shape of face . . . because, this Spring, the silhouette is not one . . . but three. . . Large, Medium, Small! Dark and pastel colors in the group.

—Millinery Department, Downstairs at AYRES

"BEAUTY PLUS" Ray de Chine Rayon Stockings

- DULLER
- SHEERER
- STRONGER
- MORE ELASTIC
- MORE BEAUTIFUL
- BETTER WEARING
- MORE SNAG RESISTANT



79c
PAIR

Superbly serviceable 42 and 45-gauge full-fashioned Ray de Chine stockings and with a high twist, which makes them duller, better fitting, more elastic, more snag-resistant, and gives them a lovely, crepe-like look. In new Fall colors. Sizes 8½ to 10½.

These Fine All-American Ray de Chine-Hose Are Made in Indianapolis by Trojan Hosiery Mills—National Wide Distributor of Fine Hosiery.

Exclusive With Ayres Downstairs Store



HANDBAGS . . .

Suave Accents to Your Spring Costumes!

\$1.79

New! Smart! And perfect complements to your Spring costumes! Handbags in simulated leathers, skillfully made, beautifully designed and executed in soft, or tailored styles. Choice of roomy tophandle, pouch and underarm styles, each with inner zipper compartment. Black, brown, red and Kelly.

—Downstairs at AYRES



FROM THE JUNIOR-DEB SHOP

"Companions"

Frosted With Icy Eyelet Embroidery!

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

Perfect for furlough brides and special 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 gored to a graceful flare. Choice of navy or powder blue. Sizes 9 to 15.

—Junior Deb Shop, Downstairs at AYRES



There's a Reflection of Good Taste in These

SHIMMERING PATENT



FASHION SHOES

There's something so gay, so carefree, so well-bred about shimmering patent leather. It's admirably suited to your suits, to the first prints of Spring, to all your warm weather clothes. And these American Fashion shoes, of which we sketch just three from our shining Spring collection, are enchanting, exciting and so easy on your busy feet.

\$4
PAIR

—Fashion Shoe Department, Downstairs at AYRES