

AYRES DOWNSTAIRS STORE



Juniors on the Go

... Stand Out, In
Rayon Butcher Linen

\$8.95 SIZES
9 to 15!

We sketch just two smooth-as-a-whistle dresses from our new Spring collection designed to make a Junior stand out in a crowd. Prettily styled in rayon butcher linen—fabric that's the first love of Spring! Left: Green, red, white, navy. Right: navy, luggage, green, red with multicolor top.

—Junior Deb Shop, Downstairs at AYRES



Side Interest
\$3.00

On two little hats ... baby cap ... half hat ... to make you look younger, more appealing than ever. Right with your winter coat, your newly long hair-do. In felt. From our new Spring collection.

—Millinery Department, Downstairs at AYRES



For You... On Easter
All-Wool Shetland COATS

\$21.95

Wonderful all-wool shetland coats, casually styled, with a new look to the widened lapels, the cupped in waist. We sketch just two from our new Spring collection. Left: chesterfield in gold, red, light blue, lilac. Sizes 9 to 15. Right: referer in red, aqua, lilac, pale blue, gold. Sizes 12 to 18.

—Coat Department, Downstairs at AYRES

The Accent Shop
Presents ...

Plaid Gingham Jewelry

\$1.00 Plus
EACH Tax



New sophisticated jewelry with a quaint, old-fashioned charm, a crisp look! Fashioned of wood, painted with gray plaid designs. Pins, necklaces, bracelets, earrings. Colorful now, perfect with your cottons. Red, green, pink, aqua, black.

Plaid Gingham Dickies

\$2.00

Quaint, crisp looking dickies add a demure crispness to your Spring and Summer costumes. In plaid gingham front and back styles. Choice of Buster Brown, high round and low V necklines. Red and white, blue and white.

—Downstairs at AYRES



"The Better Half"
for Your Suits, Skirts

Rayon Jersey Blouses

Cloud-soft and paint-practical little blouses. In fluid rayon jersey and dainty feminine styles. Right: drawstring neckline blouse in white only; sizes 32 to 38. Left: double ruffles on neckline, sleeves; white, maize, blue, dusty pink; sizes 32 to 38.

\$3.00

—Sportswear
Downstairs
at AYRES

FRUIT of the LOOM

**Rayon Crepe or
Rayon Satin**

SLIPS

Short, Medium or Tall Lengths

\$1.29

Well-fitting slips of rayon crepe or rayon satin. Cut on the bias. With double braisiere sections. Tearose, white. Sizes 32 to 44 in the group.

—Lingerie Department,
Downstairs at AYRES



**Spring-Fresh and Bright
BLACK PATENT**

By
Modern-Ayre



The prettiest little shoes that ever stepped out to greet a Spring! Modern-Ayre's low heeled sling-back pumps that can be tailored or dressy according to your costume. In Spring's favorite black patent.

\$5.00

—Fashion Shoe Department,
Downstairs at AYRES

Here's Glamour for Your Pretty Legs!

La Dayre

Sheer Rayon Stockings

95c PAIR

Beautiful sheer rayon legs and tops, feet reinforced with mercerized cotton. Such oh-and-oh glamour for your pretty Legs! Inexpensive, too, because they wear so well! First quality: Triumph, Rica Sun, Suncharm. Sizes 8 1/2 to 10 1/2.

—Hosiery Department, Downstairs at AYRES