

# AYRES' DOWNSTAIRS STORE



For the  
Junior Miss

### All-Wool WINTER COATS

\$18.00

Sketched is only one style from this selection of all-wool coats! All the popular colors, plains and plaids in the group. Junior sizes. Take advantage of this low, low price!

FASHION COATS—Downstairs at AYRES\*

**CLOSED MONDAYS**  
SHOP TUESDAY THRU SATURDAY  
9:00 TO 5:25



### Lace-Trimmed Slips

\$2.50

Dainty lace trims these women's slips in rayon crepe or satin... lovely bra section styles that are beautiful new and stay beautiful after laundering. Tealose and white... sizes 32 to 40 in the group.

LINGERIE—Downstairs at AYRES\*

### The "Chez" Beret

- Black
- Brown
- Red
- Kelly
- Grey
- Royal
- Wine
- Dark-Green

\$1

Imported from Czechoslovakia... here to add that necessary zest to your costume! They're made of 100% wool, fashioned to suit all types. Just look at all the colors!

FASHION MILLINERY—Downstairs at AYRES\*



### The "Little Lady" Blouse

\$3.98

This is the style that Ma wore when she charmed Pa... and it will soon be your favorite, too! It's the "Gibson Girl" again, done in fine chambray with a tucked front you'll love. In powder blue, star maize and white... Sizes 32 to 38.

SPORTSWEAR—  
Downstairs at AYRES\*



### Junior Gabardine\*

\$7.98

"Toby Lane" designs a lovable Junior dress of rayon gabardine, demure with a shirtwaist top and a skirt that fits smoothly over your hips, flaring gently to give your waist the tiny appearance you love. It's the hit of the season! Sizes 9 to 15.

\*Rayon

JUNIOR DRESSES—Downstairs at AYRES\*



### Outstanding Values in Reg. \$6.95 to \$9.95 "SELBY" SHOES!

\$3.99

Quality  
Style  
Fit

Select several pairs of shoes from this value-packed group of famous "Selby" shoes... discontinued styles... pumps, oxfords and sandals... but not every style in every size.

FASHION SHOES—  
Downstairs at AYRES\*



### Rough and Tumble

#### "Lil-Dad" Boys' Dungarees

\$1.98  
Each

Left:

Famous "Lil-Dad" dungarees... sturdy and securely double-stitched for longest wear! Made of Cone deep-tone denim... full sanforized! Tailored to give real action ease. Sizes 8 to 16.

BOYS' WEAR—  
Downstairs at AYRES\*

Values for Girls,  
Boys and Tots!



Nationally Advertised!  
Washable! Non-Sagging!

### Boys' "ALL-STAR" Jerseys

\$1.49  
Ea.

For all sports, a "Natural"—boys' ALL-STAR jerseys, knit to fit. Made of fine combed jersey that won't pull, bind or sag. In 8 choices of 2-tone color combinations. Sizes 6 to 18.

BOYS' WEAR—Downstairs at AYRES\*

### Girls' Plaid "Gibson" Dress

\$5.98  
Each

Styled in the Gibson Girl tradition... of pastel plaid, part wool. With white pique collar, ribbon tie and simulated leather belt. Sizes 7 to 14.

GIRLS' WEAR—Downstairs at AYRES\*



### Special Value in Gloves

Regularly \$2.00 \$1.19

We bought 500 pairs of these better gloves from a leading manufacturer... we're passing the savings on to you! All double woven cotton, in black and brown, all sizes in the group.

FASHION ACCESSORIES—Downstairs at AYRES\*

### NEW for Spring!

#### Famous "Kwaki" Boys' Zipper Overalls

\$2.59  
Each



Zip! It's On!  
Zip! It's Off!  
Full Zipper  
Front!

Zipper  
Front

Zipper  
Front