

AYRES' DOWNSTAIRS STORE

Visit Our New ENLARGED Complete Store-on-One-Floor!

Shop Early
5 Days a Week!

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

Especially For Larger Women!

There's No Fashion Penalty for
Larger Women Here . . . Not When You Can Find Up-to-
the-Minute Styles in Ready-to-Wear Apparel That Are Made to Fit the Mature Fig-
ure! Let Us Show You These Fashions Especially for Larger Women Tomorrow!

★ Choose From
Our Wide
Selection of
Fashions for
the Mature
Figure!

Women's QUICK ZIP Butcher Linen

\$8.95

- ✓ Sizes 16½ to 24½ and 14 to 20
- ✓ Blue, Grey, Aqua and Pink

Your favorite classic dress now comes in
butcher linen, featuring a speedy zipper
closure from collar to hem . . . action-back
yoke . . . smooth, careful tailoring.

FASHION DRESSES—Downstairs at AYRES'



For Admiring Glances
Choose Full Fashioned

"KEL-MAR"

★ Miss Edith Swanson, a KAPO Consultant, Will Be In Our Corset Department Thursday, Friday and Saturday to Help You With Your Figure Problems!



Your New Look
Silhouette In a
"Kabo" Corsette

\$10.95

You, too, can achieve the silhouette of
1948 with a "Kabo" corsette. It slims
the figure, gives a smooth unbroken
line, takes care of excess flesh at the
top. It gives plenty of support, has a
built-up bust and boning throughout.
Made of rayon brocade with wide elastic
inserts and hook and eye fastenings.

Sizes 36 to 44. Extra long skirt length.



CORSETS—Downstairs at AYRES'

Women's Over-Arm Handbag

\$3.00 plus tax

Add a smart touch to your
costume with this practical-
but-pretty simulated leather
handbag. Inside it has a
zipper compartment, swing-
ing coin purse and lots of
room! Comes in black and
brown.

ACCESSORIES—
Downstairs at AYRES'



Nylon Stockings

(Irregulars)
\$1.00 pair

You'll be proud to wear these beautiful "Kel-Mar" full fashioned
nylons . . . in new Spring shades that go with your Spring and
Summer fashions! "Kel-Mar" stockings have Stretch-ee tops,
ideal for the woman with larger above-the-knee dimensions!
Sizes 9 to 10½.

HOSIERY—Downstairs at AYRES'

THE AMERICAN GIRL SHOE

Fashionable Ties With
Hidden Comfort

\$7.95

You can see the fashion in these
smart "American Girl" ties . . . and
you can feel the comfort when you
wear them! For "American Girl"
shoes are the latest in fashion, the
finest in quality at a modest price.
Sizes 4 to 9.

FASHION SHOES—
Downstairs at AYRES'



Black Patent
Only.



Black Calf

So You're Hard to Fit! Here Are a Blouse
and Skirt Made for You!

Jewel Neck Blouse

\$3.98

Your favorite jewel neck
blouse with a dainty lace
insert . . . in beautiful new
Spring colors. Aqua, pow-
der blue, pink and white
rayon crepe. Sizes 40 to 46.



Ballerina Skirt

\$3.98

Here's the popular ballerina
style you've waited for so
long in larger sizes, done in
wonderful gabardine. Smooth
fitting at the hips, with a
gently flared skirt. Black,
navy and brown. Sizes 32
to 40 in the group.

SPORTSWEAR—
Downstairs at AYRES'

"Simplicity"

Cotton

\$3.98

Cheerful printed cotton
housedress, tailored to fit
beautifully, carefully sewn
inside and out, guaranteed
to stay bright! Has lattice-
work shoulder yoke, petal
sleeves and contrasting
trim. In blue, rose or
yellow floral print. Sizes
14 to 42.

HOUSEDRESSES—
Downstairs at AYRES'

Never Slipshod . . .
Always Slip Sure in

"Loomcraft's" Kustom-Fit Slip

Sizes 36 to 44, \$2.00

Sizes 46 to 50, \$2.50

A patented dressmaker de-
signed slip that won't ride
up! It's straight-cut with
back seam magic, adapt-
able to all figures. Of ray-
on crepe, tearose and white
in the group.

LINGERIE—
Downstairs at AYRES'



LOOMCRAFT

WEDNESDAY
How Dr. Edwards
-Constipation
For years Dr. Edwards
patients bothered
with his famous Dr.
Tablets—now sold
Olive Tablets are
ch—thorough! On
on BOTH upper and
produce more satis-
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satisfaction. Buy too.

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