

# AYRES' DOWNSTAIRS STORE

**Sized To Fit**  
**The Junior Figure . . . The Junior Budget!**

**FOR THE MAN'S**  
**WORLD OF FASHION . . . VALUE!**

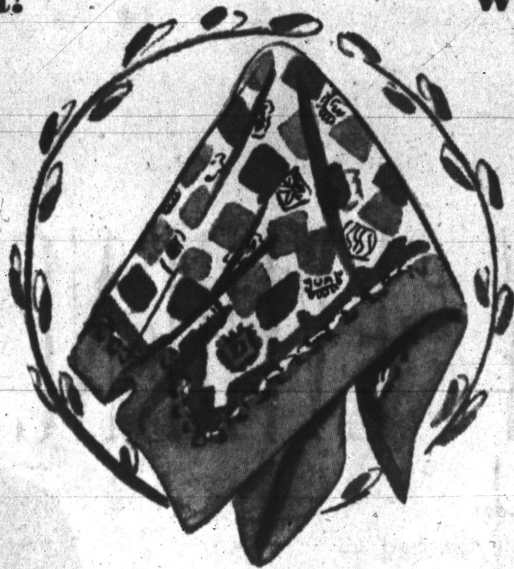


**Frankly Flattering**  
**FLORAL PRINT**

at a Mere  
**\$5.98**

For those occasions when you simply can't look less than your best . . . a rayon crepe print designed to make the most of your small figure, your smaller budget! The peg-top skirt minimizes your waist to a mere nothing, the cut-out neckline is provocatively feminine. Navy only, sizes 9 to 15.

JUNIOR DRESSES—  
 Downstairs at AYRES'



**A Dash of Glamour for**  
**Your Winter-Wear Wardrobe**  
**PURE SILK SCARFS**

**\$1.59**

To strike a color note of interest . . . gay, enchanting scarfs of softest, sheerest pure silk. Choose from many delightful patterns, many ravishing hues . . . all at one wee price!

ACCESSORIES—  
 Downstairs at AYRES'

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



**Wool and Rayon**  
**Gabardine**  
**SPRING COAT**

Styled by "Barton"

**\$25.00**

Meet Spring with a swirl that expresses 1949 . . . a gently flaring, superbly tailored coat with important new fashion details . . . buttoned high cuffs, face-framing Barrymore collar, gleaming rayon satin lining and many hand-finished details. Soft, fine wool, 40%, and rayon, 60%, gabardine at a price scaled to give you the best dollars for fashion value. Spring Navy, Grey, Beige and Black in sizes 10 to 18.

FASHION COATS—Downstairs at AYRES'



**Pastel Frosting for Your**  
**Suits and Skirts**  
**Silduka Crepe Blouse**  
**\$2.98**

Be-laced, beguiling blouse of finest, smoothest rayon Silduka crepe, styled by "Fashionality." Dainty froth of lace trim touches the collar and sleeves, forms a demure yoke-effect . . . and lends feminine appeal to your suit and separates! Bouquet colors of Mint, Aqua or White in sizes 32 to 38.

SPORTSWEAR—Downstairs at AYRES'



**"BESTFORM" BRAS**  
**"No Finer Fit at Any Price"**

**89c**

To gently mould you to lovelier lines . . . Bestform's artfully designed bra in lustrous, smooth satin, darted for firm, youthful uplift. White, Nude or Blue in A-cup sizes 32 to 36, B-cup sizes 32 to 38. Also a plunging neckline bra.

CORSETS—Downstairs at AYRES'



**Men's Modern**  
**100% Waterproof**  
**PLASTIC**  
**RAINCOAT**

Casually Smart . . .  
 Sturdily Serviceable!

**\$2.98**

Handsome, completely waterproof raincoat for men . . . in "Panorama Plastic" . . . Will not peel, mildew or scuff! All seams electronically heat sealed . . . "NOT A STITCH IN THE ENTIRE COAT!" Snap fastener front. Folds into small pocket-size package. Sizes S, M, L.

MEN'S ACCESSORIES—  
 Downstairs at AYRES'

**Boys' Rayon Gabardine**  
**SPORT SHIRTS**

**\$2.98**

Superbly tailored rayon gabardine sport shirt with convertible collar and long sleeves. Fashioned with square bottom to wear tucked in or comfortably "out." Pastel shades in grey, blue, maize and green; deep tones in brown, wine, navy and green. Sizes 10 to 20.

BOYS' WEAR—Downstairs at AYRES'



**Slight Irregulars**  
**SANFORIZED COTTON**  
**PAJAMAS**

**\$2.79**

✓ From a Famous Maker  
 ✓ Coat and Middy Styles

Full cut, carefully tailored pajamas, styled to give you the best in sleeping comfort! Your choice of coat or pullover middy styles, both with chest pocket, both sanforized for lasting fit. Assorted patterns in sizes A, B, C and D.

MEN'S FURNISHINGS—  
 Downstairs at AYRES'



**Step Lively . . . Step Lovely!**  
**"Corliss Debs"**  
**CALF PUMP**

**\$5.95**

Made to be lived in and loved . . . a polished calf open-toe pump perfectly mannered to go anywhere, any time! Finely crafted with medium-height heel for walking comfort, draped-effect side bow as a feminine addition to its functional perfection. Brown and Navy calf in sizes 4 to 9, AA to B width.

WOMEN'S SHOES—Downstairs at AYRES'



**Particular Males Will Readily**  
**Accept This**  
**WING TIP OXFORD**

**\$6.65**

Sturdily constructed brown calf oxfords at a price that denies the high cost of living theory! Smart and sporty in appearance, these shoes are built for rugged wear . . . heavy Neolite soles and rubber heels will last on and on! Sizes 6 to 12 in B, C and D widths.

MEN'S SHOES—Downstairs at AYRES'

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