

AYRES' DOWNSTAIRS STORE

A Budget Bulletin of Spring Fashions!



"Fruit of the Loom" Rayon Crepe BLOUSES

A dash of "sugar and spice" for your Spring wardrobe . . . frosty-fresh white rayon blouses, lace-encrusted and demurely bibbed! Top left: Button-down-front version with lace bib outlined by ruffles. Bottom left: Dainty tucked bib etched with eyelet ruffles, buttons down the back. White only, sizes 32 to 38. Priced temptingly low at

\$1.98

SPORTSWEAR—Downstairs at Ayres'



Rayon Gabardine Suit

Fine Fabrics and
High Fashion Styling
At a Thrifty Price!

\$1.98

Handsome tailored unlined suit with a fashion-wise air that belies its tiny price tag! Back-belted jacket boasts dressmaker detail on pockets and lapels, gold-toned buttons accent the smart simplicity of line. Much desired rayon gabardine in Welcome Spring shades of Skipper Blue, Grey, Maize or Powder Blue. Sizes 12 to 20.

FASHION SUITS—Downstairs at Ayres'

"American Girl"

Pace Setting PUMPS

Footwear perfection at a young price! A pert suede opera pump with smartly closed heel and toe . . . alluring V-throated vamp. Medium heels in Navy blue suede only. Sizes 4 to 9, AAA to B width.

\$6.95



Spring-Minded

FELT HATS **\$2**

Illustrated are two close-fitting felts artfully styled to flatter your face . . . to lend accent to your Spring costumes! Black, Brown, Navy, Grey, Red, Beige, Aqua, Pink or Kelly

MILLINERY—Downstairs at Ayres'

WOMEN'S SHOES—Downstairs at Ayres'

Shrink-proof!
Stretch-proof!
Long-wearing!

Run-resistant!
Easy to Wash!
Quick Drying!

Famous Make Irregulars

NYLON KNIT

Panties

Elastic Leg Brief
Sizes 4 to 7 **\$1.29**

Flare or Band Leg
Pantie
Sizes 4 to 7 **\$1.49**

Flare or Band
Leg Pantie
Extra Sizes 8 to 10 **\$1.69**

Nylon-Trimmed
Step-In. **\$2.00**

Wondrous Nylon . . . fast washing,
quick drying! Always fresh looking!
. . . needs no ironing! Wears On and
On . . . won't get dingy or grey! Slight
Irregularities do not mar looks or wear!
From a Famous Maker of Fine Nylon
Knit Underwear!



LINGERIE—Downstairs at Ayres'



"Kel-Mar" Nylons

\$1.35
Pair

Slightly Irregular

Wispy sheer 54-gauge, 15-denier full-fashioned nylon hose . . . a precious feminine luxury greatly underpriced because of slight irregularities that don't detract from their beauty or wearing quality. The colors are Info-Springs' newest!

HOSE—Downstairs at Ayres'

Nationally Famous

Good Behavior Slips

Faultless Fit at a Budget Price!

\$2.59

★ Form-Fitting Waistline

★ Extra Wide Skirt Sweep

The best-fitting tailored slip your money can buy! Fine quality rayon satin in White or Pink, sized for Tall, Medium, Short or Junior figures!

LINGERIE—Downstairs at AYRES'



Will not strain
at seams when
you bend
Will not ride up
when you sit
Will not twist
when you walk

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