



## Fashion's Latest Whim!

# Cocoanut STRAWS

\$2.00

The smartest and most becoming hat for wear now and right through the season with sports clothes! They're tops for campus wear—for the business girl—for the fashionable young miss and matron alike! The deep natural color is most flattering and the youthful tailored styles most becoming! Headsizes 22-23.  
—Downstairs at Ayres.

## There's Beauty and Wear in Every Pair!

# Substandards of "REAL SILK" De Luxe CHIFFON STOCKINGS

79c

Whatever you do—wherever you go you'll need and want countless pairs of these delightfully sheer, well-wearing "Real Silk" De Luxe Chiffon stockings! Full-fashioned and reinforced at points of wear. Beautifully sheer for daytime and evening wear. Flattering new hosiery shades. Sizes 8½ to 10½. Be wise and get several pairs for Mother on her day, May 12th—as well as for yourself! Substandards—are stockings that escape by the narrowest of margins being classed as "First." In most cases, the imperfection is so slight that only the well-trained eye of the inspector can detect it. Buy them with confidence.  
—Downstairs at Ayres.

## You'll Love the Snug COMFORT and Lightweight Control!

# LASTEX GIRDLES

by KABO

\$1.00



Stop bumps ahead and slow curves like the sign on the highway in this smart lastex girdle by Kabo! Smooth-fitting with special tummy control—just the profound up and down pull of knit rayon and lastex keeps your figure in line! 4-Hose supporters. Tea Rose. Small, medium and large sizes!  
—Downstairs at Ayres.

# AYRES DOWNSTAIRS STORE

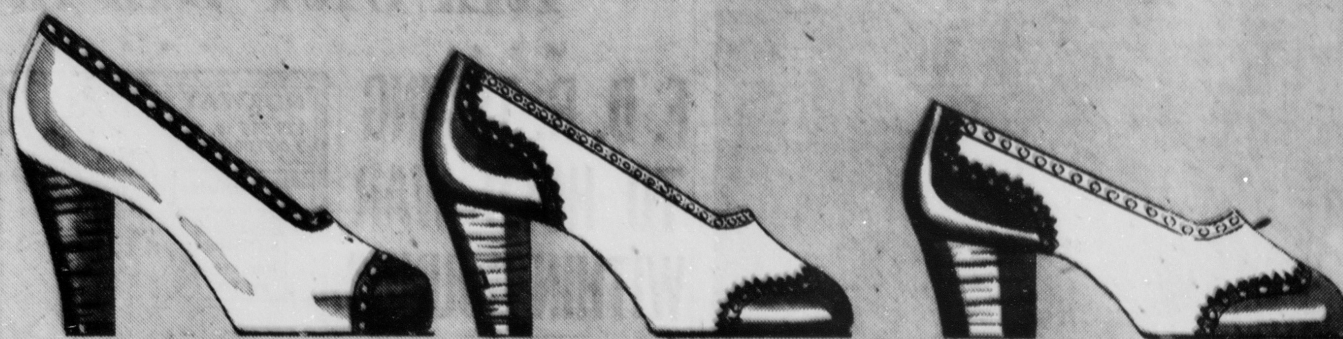


## Next to Impossible to Resist Are These NEW Spectator Sports DRESSES

\$3.00 Sizes 9 to 15!

- Lyn-Nubs!
- Rose!
- Navy!
- Spun Rayons!
- Blue!
- Luggage!

Chic, practical dresses you simply can't resist! Make life easier and happier this spring and summer with a wardrobe full of these lovely lyn-nubs and spun rayon dresses that tub like a charm! Interesting new necklines, novelty tucks, pleats, button trims and belts add to their beauty, too! Choose these one and two-piece dresses in glorious new shades of blue, rose, navy and luggage. Sizes 9 to 15. Other dresses in Printed French Crepes or Bemberg Sheers and Checked, and Striped Sharkskin, at \$3.00.—Downstairs at Ayres.



## Three Distinctive Heel Heights "Corliss" Spectator PUMPS

\$3

- ★ High, Built-Up Leather Heels!
- ★ Medium Heels!
- ★ Low Heels!

High built-up leather heels, in tan and white, blue and white, black and white. Medium or low heels in tan and white!  
—Downstairs at Ayres.

Sizes 4 to 9 Widths AAA to B.



For Your Playtime Hours!

## Denim Slack Suits

\$2.00

Sizes 12 to 18

Popular well-wearing denim slack suits, in lovely sun washed blue with candy stripes. In-and-out shirt, 2-pocket style. Sizes 12 to 18.

Other Slack Suits, in Hopsacking and Sun Rayons, at \$2.

## 2-Pc. Play Suits

Sizes 12 to 18

Full-cut, comfortable 2-Pc. Play Suits in stripes, checks and paisley prints! Suits consist of blouse, shorts and separate skirts. Sizes 12 to 18.  
—Downstairs at Ayres.

—Downstairs at Ayres.

Styles and Prices For Everyone!

## SLIPS

"Seamprufe" \$2.00

Give Mother one of these smart 10" guarantee slips for Mother's Day—and don't forget one for yourself! Women everywhere love "Seamprufe" slips because they're guaranteed for style, fit, comfort, and rip-proof seams, and sag-proof! Adjustable shoulder straps. Tailored and Camisole top styles. Pretty lace trims. Tea Rose and White. Sizes 32 to 44.

"Betty Shaw" \$1.69

Women's rayon satin slips camisole top style. Built-up shoulders, narrow lace trim. Kiss cut. Also tailored V-neck and 4-core styles. Sizes 32 to 44 in the group. Tea Rose and White.

"Fruit of the Loom" \$1.00

Well-made, well-wearing rayon satin or V-neck, lace and tailored tops, 4-core and bias models. Tea Rose and White. Sizes 32 to 44.

Other Slips at . . . 69c

—Downstairs at Ayres.



The Town's Talking About These Values!

## COATS

\$5.00

- Reefers! • Swaggers! • Tuxedos! • Swing! • Reversibles! • Twills! • Crepes! • Boucles! • Worsteds! • Tweeds! • Sizes for Women, Misses, Juniors in the Group!

Here's the GREATEST Coat Value in years! Luckily, we were able to secure more of these high quality, fashion-right coats for you at this UNBELIEVABLE low price! EVERY coat is a fashion beauty.  
—Downstairs at Ayres.

SANFORIZED—See the Label at Right!

## "Jack and Jane" Overalls

69c For Boys and Girls 4 to 10!

- Blue Covert Cloth!
- Tan Covert Cloth!
- Green Covert Cloth!

They're sanforized so as to stand numerous tubbings! Tailored of sturdy cotton covert cloth that is strong yet smart in appearance. DOUBLE STITCHED with bartacks at all straining points to prevent ripping. Two pockets with contrasting piping. Bottoms are cuffed, too. Sizes 4 to 10. Full cut.  
—Downstairs at Ayres.



Children's

## "RED GOOSE" SHOES

\$3.50

Mothers, here is an excellent opportunity to buy the kiddies good-looking, sturdy white shoes that they can wear now and all summer through at a price well within your budget! Solid leather shoes built over last to protect growing feet. Plain straps, cut-out sandals and oxfords. Sizes 8½ to 3. AA to D widths.  
—Downstairs at Ayres.



DECIDEDLY New and Smart!

## Girls' Sport Toppers

In Bright RED Flannel and Corduroy

\$3.00

EVERY girl will want one of these gay red flannel or pin stripe corduroy toppers! She'll want it for wear NOW and all season with sports togs. Wear it for school, for street, for "dates"—in fact wear it just anytime—any place and be prettily and smartly dressed. Collarless and Sailor collar styles in all-wool red flannel and pin stripe corduroy! Sizes 12 to 16!

## Girls' Sport SLACKS

\$1.00

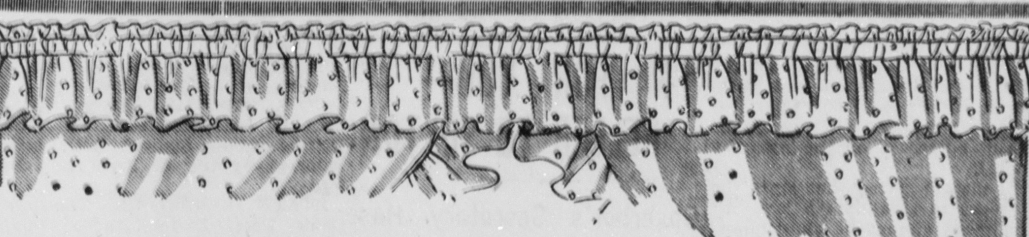
Denims! Spun Rayons! Full-cut, neatly tailored slacks in sturdy denims and spun rayons. Plain colors and novelty stripes. Sizes 8 to 16.  
—Downstairs at Ayres.



## 2-Pc. Bicycle SUITS

\$1.00

Girls' 2-Pc. bicycle suits, consisting of neatly tailored play suit with matching skirt. Gay prints, novelty prints and polka dots. Sizes 8 to 14.  
—Downstairs at Ayres.

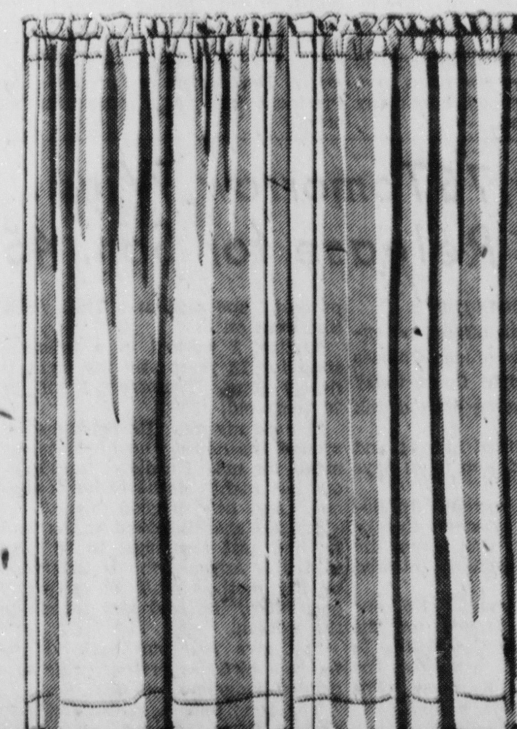


## Ruffled Curtains

In Cushion Dot or Fine Pin Dot!

Summery window fashions—cool looking, fresh, crisp ruffled curtains! Lovely for the bedroom, hall, nursery and almost every room in the house. Choice of cushion dot with wide ruffle or pin dot with baby ruffle in ivory. Modestly priced at 79c pair.

79c Pr.



## Washable Rayon TAILORED CURTAINS

\$1 PAIR

34 Inches Wide! 78 Inches Long!

You'll want to re-curtain your entire house—when you see these beautiful curtains—and you should—at this LOW price! WASHABLE rayon tailored curtains, 34-inches wide, each side, and 78 inches long! One-inch side hems, 3-inch bottom hems, all ready to hang! Delistured. Choose in ivory or ecru.  
—Downstairs at Ayres.