

You Get Cool Comfort in

"Strydfree"



Rayon
UNDIES
59c
EACH

Choose from rayon briefs, step-ins, panties, chemise and vests to satisfy your search for correctly styled undies to give you summer comfort. Taped fronts with elastic backs and full elastic tops. Sizes 34 to 42 in Tea Rose.

—Downstairs at Ayres.



The High Cost of Your Hosiery Budget Disappears With

Substandards of

REAL SILK
De Luxe Chiffon
STOCKINGS
79c Pair

Even the most fastidious woman will recognize the definite superiority of "Real Silk" De Luxe chiffons. The sheer beauty coupled with their famous wearability makes an unbeatable combination to whittle your hosiery budget down to a new low.

★ Substandards—are stockings that escape by the narrowest of margin being classed as "Firsts." Only the well-trained eye of an inspector can detect the slightest imperfections. Buy them with CONFIDENCE.

—Downstairs at Ayres.



AYRES DOWNSTAIRS STORE

To Make Your Dress Fit Better!

"FRUIT of the LOOM"

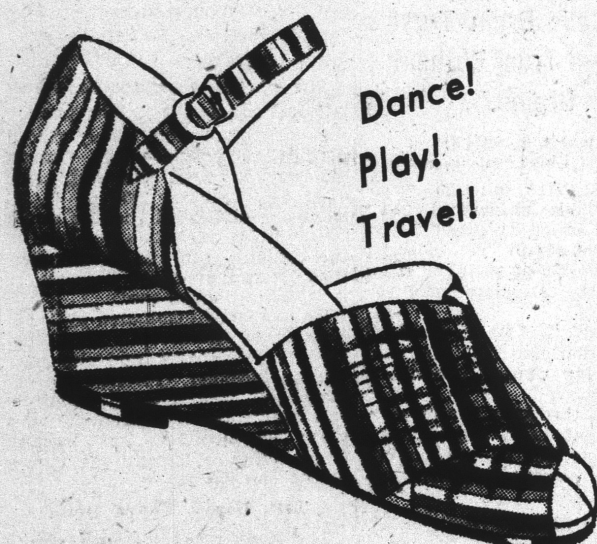
Rayon Satin
and
Rayon Crepe

SLIPS
\$1

- Durable Rayon Crepe!
- Lace Tops!
- Tailored Tops!
- 4-Gore Front Panel!

To insure getting the most out of every Summer dress, play safe and wear one of these correct fitting "Fruit of the Loom" rayon crepe slips. They feature double seams and the popular front panel. Lace and tailored styles in sizes 32 to 44. Color in Tea Rose and white.

—Downstairs at Ayres.



Dance!
Play!
Travel!



Candy Stripes!
Seersucker!
Dyable Linene!

WEDGIES

Favorites for Play and Dress!

\$2

SIZES 4 to 9, Narrow and Medium Widths

Two smart wedgie fashions that are just two of many exciting new styles for Dancing, Playing or Travel. Above we sketch a candy stripe seersucker with medium heel and open toe. Below: Dyable white linene with medium heel and open toe. Try a pair on tomorrow, you'll be pleasantly surprised with their comfort and smart looks.

—Downstairs at Ayres.

"Dots" Are Smart Summer Wear!

Polka Dot
DRESSES
\$3.98

SIZES 9 to 15, 12 to 20, 38 to 44!

Dots have that cool look! Dots are refreshing! Dots are smart summer fashion for every woman! And especially so when they're fashioned with such fascinating details and materials. They are the perfect dress for all Summer occasions. Choose your Polka Dot dress from this glorious group tomorrow.

- Shirtwaist Styles
- Redingote Styles
- 2-Piece Dresses

COLORS IN:

- White
- Blue
- Green
- Cherry
- Rose

—Downstairs at Ayres.



Sizes 9 to 15



Sizes 12 to 18



Sizes 38 to 42

Sportswear for the 4th

1-Pc. Denim
OVERALLS

69c

Lastex
SWIM SUITS

\$3.00

For sunning and funning you will want these smart faded blue denim overalls with wine, blue or brown stripes. Button back styles with fitted midriff and two smart pockets. They fit perfect and flatter as they go. Sizes 12 to 18.

Nothing is so flattering . . . so alluring, as a shimmering lastex swim suit that glorifies your figure and makes swimming an excited pastime that you'll revel in. Choose your favorite color from Coral, Gold, Aqua or Royal. Sizes 34 to 40.

Spun Rayons
SLACK SUITS

\$3.00

Choose a spun rayon slack suit that will retain its trim, neat look long after the others have wilted and muddled. Light blue slacks with bright blazer stripe shirt that can be worn in or out. Complete with sash that can be worn as a head band if you choose. Sizes 12 to 20.

—Downstairs at Ayres.



Fine Irish Linen Fashioned in Smart

SPORT HATS

\$1.00

A rage that's sweeping the country! Open crown sport hats! You'll see them everywhere you go . . . vacationing . . . traveling . . . picnicking . . . spectator sports and active sports. You may have yours in Yellow, White, Brown, Pink, Copen, Navy and Black. Adjustable headbands.

—Downstairs at Ayres.

Summer Figures Look Better in

"Stay-Up"
Mesh

SPORTS
GIRDLE

\$1.00
EACH

High waist line with non-roll top. Soft but positive support with feather-weight stays. Made of cool and comfortable mesh lastex. 16 inches long. They come in pantie and girdle style with 4 hose supporters. Pantie has removable supporters. Color in Tea Rose.

Sizes in
Small,
Medium and
Large

—Downstairs at Ayres.



Traveling Luxury
at Low Cost With
Smart Styles in the

New "Air-Queen"
LUGGAGE

When you travel the luggage you carry gives people their first impression of you. "Air-Queen" Luggage is styled similar to luggage selling for many times the low price it sells for. Choose several pieces to take with you on this vacation. Rayon linings, plenty of pockets. Wardrobes are complete with hangers.

Overnight Cases (18, 21 and 24-Inch Size) . . . \$3.98
Hat Cases . . . \$4.98
Wardrobes . . . \$7.95
Fortnighter . . . \$10.95

—Downstairs at Ayres.