

You Get Cool Comfort in

**"Strydfree"**



Rayon  
UNDIES  
59c  
EACH

Choose from rayon briefs, step-ins, panties, chemises 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.

**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.



**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.

The High Cost of Your Hosiery  
Budget Disappears With

Substandards

**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 margins being classed as "Firsts." Only the well-trained eye of an inspector can detect the slightest imperfections. Buy them with CONFIDENCE.

—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.



Sportswear for the 4th

1-Pc. Denim  
OVERALLS

69c

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.

Lastex  
SWIM SUITS

\$3.00

Nothing is so flattering . . . so alluring, as a shimmering lastex swim suit that glorifies your figure and makes swimming an exalted 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 mussed. 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.