

AYRES DOWNSTAIRS STORE

Sanforized Blue DENIM SLACKS

Sizes 12 to 20 \$2.25

Sizes 38 to 44 \$3.00

Those wearable, washable blue denim slacks with deep pockets and self belt. Bright metal button trim.

'Ship 'n Shore' White Shirts \$1.29
Crisp white "Ship 'n Shore" shirts are fully sanforized. Long sleeves, notch collar and breast pocket. (As advertised in LIFE magazine.)

Short-Sleeve Cotton Shirts \$1.29
Short-sleeve cotton shirts with convertible neckline. Choose chic colors in pink, blue or white. Sizes 42 to 46 in the group.

Blue Denim Jackets \$2.25
Blue denim jackets to wear with your slacks. Long torso styles with four patch pockets. Bright metal button trims. Sizes 12 to 20.

Denim Coveralls \$3.98
Long-sleeve blue denim coveralls with two large side pockets and a large breast pocket. Button front and drop seat.

"Defenderette" Coveralls \$3.98
Denim coveralls with brass buttons and riveted reinforcements at pockets. Ample pocket space. Fully sanforized for washing. Sizes 12 to 20.

Denim Overalls \$2.25
Blue denim sanforized overalls with large breast pocket, two large side pockets and button back. Sizes 12 to 20. Sizes 38 to 44—\$3.00.

—Downstairs at Ayres.



"Sunny Swingtime"

A JUNIOR FASHION
WITH THRILLS and FRILLS

\$5.00

SIZES 9 to 15!

★ Modern Print on Green or Blue Grounds!

★ Organdy Collars and Cuffs!

★ Full Length Gores and Flower Trim!

There's a thrill awaiting you called "Sunny Swingtime." It's one of those darling, dainty dresses that you fall in love with at first sight. Fattering full length gores give a slimming torso effect that blossoms into a swing skirt. Trim tie-backs, zipper placket and organdy collar and cuffs.

—Downstairs Junior Dresses.



For Those Crisp Summer Days and Nights!

Rayon Crepe Unlined COATS

\$7.98

SIZES 36 to 44!

Just the right weight to slip on for summer wear. For daytime and evening. Boxy style with tucked front and back. Large, convenient sleeves to go over the frilliest of dresses. Flower trim. Colors in Navy or Black. Sizes 36 to 44.

Other Unlined Coats, Sizes 12 to 44

\$3.98 to \$8.98

—Downstairs Coat Dept.



You're Smart and Trim for Summer
Gayety When You're Wearing

Betty Shaw

Summer Spectators

\$5.95

You're sure to find just the right spectator for your costume, in this grand selection. Wing tip, wall last and open toes, elasticized vamps, medium or high heels. Brown and White or Blue and White. Sizes 4½ to 9, widths AAAA to B.

—Downstairs Shoe Department.



Summer Favorites

Cocoanut Colored Straws

These are your favorite summer casuals in lovely cocoanut colored straws. Sport brims trimmed with rayon and cotton grosgrain or rayon puguree bands in a multitude of print and plain color bands. Headsizes 22 to 23.

—Downstairs at Ayres.

\$2.00



A GIFT FOR Mother's Day

"SEAMPRUFE"

Rayon Crepe
Rayon Satin

SLIPS \$2.25



Rayon crepe and rayon satin slips with V tailored, hemstitch and embroidered top. Bias or 4-gore styles in Tea Rose and White. Sizes 32 to 44.

Guaranteed
Shoulder-Prufe!
Fit-Prufe!
Shadow-Prufe!
Style-Prufe!
Bulk-Prufe!
Sag-Prufe!
Rip-Prufe!
Tested for Washability!

—Downstairs at Ayres.

A GIFT FOR Mother's Day

"Simplicity"

ZIPPER FROCKS

\$2.25

SIZES 14 to 44!

She's sure to just adore her Simplicity Zipper frock with its sweetheart neckline. The backs make it self adjusting, all are tape trimmed and have deep ample hems. Fashioned in washable fast color percales in many patterns and colors.

—Downstairs House Dresses

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Style 848 tie back frock in small floral print. Red, Copen and gold grounds. Sizes 14 to 44.

Style 854 check or small floral with tulip shaped pockets. Red, Copen and Gold. Sizes 14 to 44. Sizes 46 to 50, \$3.50



for Girls "Cinderella"

Wash FROCKS

\$1.39

\$2.00

An attractive selection of Percales, Voiles and Sheer Dimities. Stripes, florals and novelty combinations. Sizes 7 to 14.

Stripe dimities, dotted swisses, seersuckers, lawn and organdy trim. Smart colors and trims. Sizes 7 to 14.

—Downstairs at Ayres.



Dupont

ALL NYLON
White GLOVES

Slight Irregulars From a Famous Maker!

89c Pr.

1000 Pairs of Famous Name all nylon gloves. Popular alipon styles in cool, comfortable mesh weaves. They're perfect for summer wear and they wash so beautifully, dry quickly. Buy several pairs for gifts and for yourself.

Roomy White BAGS

\$1.79

A gift for Mother! A roomy white handbag in simulated leather. Pouch, underarm and top handle styles. Plain white or white with navy or tan trim.

—Downstairs at Ayres.

Choose From This Great Collection
of Those Famous Irregulars of

REAL SILK HOSIERY

\$1.00

Full-Fashioned DE LUXE CHIFFON

Pure silk in 3 and 4-thread weights. Some styles are reinforced with cotton. Sheer silken beauty you'll adore. Sizes 8½ to 10½.

\$1.35

NYLON STOCKINGS

Nylon stockings with cotton tops. Full-fashioned, sizes 8½ to 10½. Also extra lengths in sizes 10½ to 11.

\$1.50

20-Denier NYLON STOCKINGS

Exquisitely sheer nylon stockings in 20-denier weight. Truly beautiful hosiery you'll adore. Sizes 8½ to 10½. Smart colors to choose from.

—Downstairs at Ayres.