

AYRES DOWNSTAIRS STORE



Junior Deb's Shop Is on the Beam!

Junior TUBBABLES

If you're hep you'll get in the groove with a stripe chambray. You'll beat it out on the beam in one of these slicker ones. Fit like a million. Button front coat styles, shirtwaist styles. Blue, Red or Green stripes. Sizes 9 to 15.

\$3.98

—Junior Deb Shop.

Those Famous Irregulars of REAL SILK HOSIERY

\$1.00

Full-Fashioned DeLUXE 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.

"Buster Brown" ANKLETS

Fine, first quality duren ankle socks for summer sportswear. Many attractive colors including white. Sizes 6 to 10½.

19¢
Pr.

Full-Fashioned—First Quality RAYON STOCKINGS

You'll marvel at the beauty of this lovely all-rayon stocking. It's full-fashioned, 48-gauge. Look to this stocking for beauty and longer wear. Now, more than ever before, you'll want to see these lovely rayon stockings. Two smart new beige colors in sizes 9 to 10½.

69¢
Pr.

"Make Them Wear" by "Taking Care"

Your new rayon hose will stay lovely, longer if you give them the reasonable care that they deserve. Wash them carefully and let them dry from 24 to 48 hours. They're stronger when they're absolutely dry.

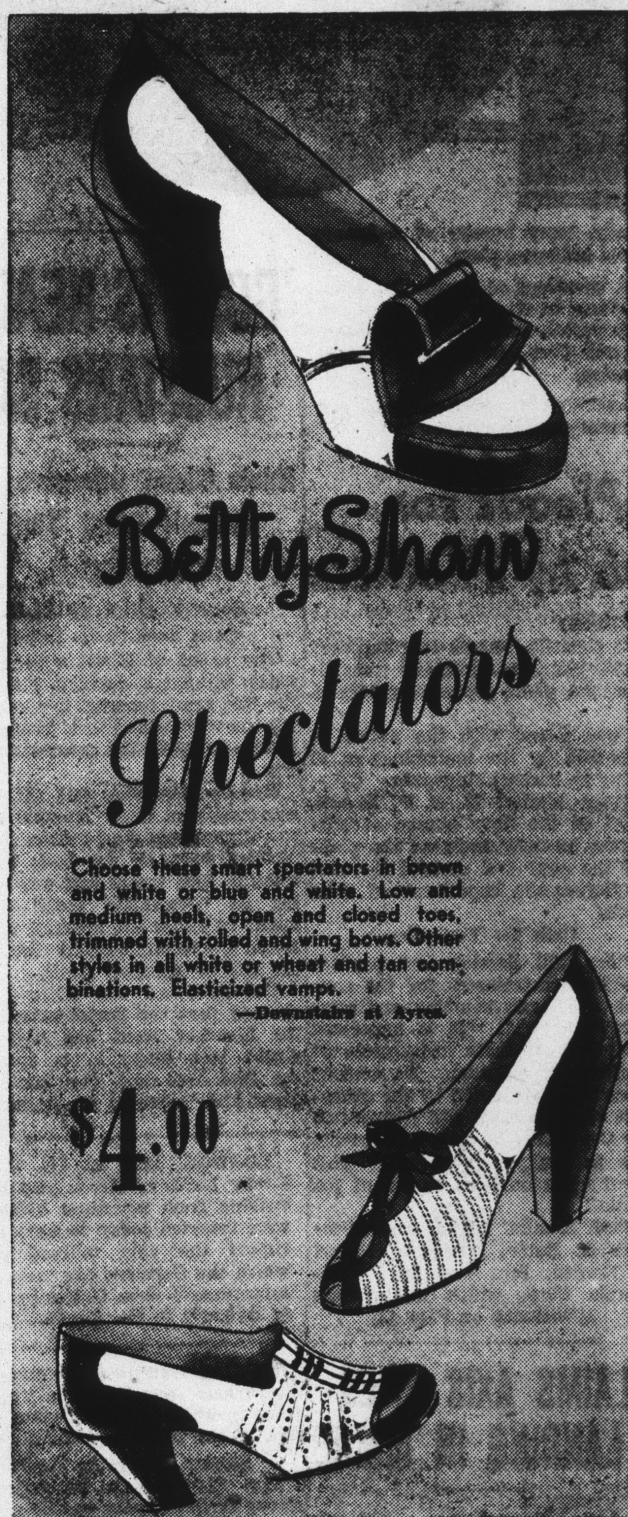
SALE! Regular \$3.00 BIG BRIMS

IN TRUSCON BRAID

\$2.00

Big, beautiful brims in famous truscon braid sale priced at \$2. Sweetheart pokes, large brims, dip pokes, high crowns, up-turned pokes, swagger brims and sailors. Colors in Black, Navy, Natural, Toast, White, Red, Kelly and Turf.

Cocoon and Bleached Cocoon Straus.....\$2.00
—Downstairs at Ayres.



Betty Shaw
Spectators

Choose these smart spectators in brown and white or blue and white. Low and medium heels, open and closed toes, trimmed with rolled and wing bows. Other styles in all white or wheat and tan combinations. Elasticized vamps.

—Downstairs at Ayres.

\$4.00

Summer HANDBAGS

Simulated leather handbags in all white or white with trims of Red, Black, Navy, Tan and Kelly Green. Large, roomy bags in pouches, top handles and underarm styles. WASHABLE!

\$1.79

Rayon Satin or Rayon Crepe

Uni-Slips

\$1.39

Uni-Slips streamline the figure with their smooth fitting lines. Self-adjusting back, bra top or V top. Lace trimmed. Bias or 4-gore styles. Sizes 32 to 44 in Tea Rose or White.

Junior Slips

\$1.19

Durable, soft rayon satin slips for the Junior Miss. V top and lace trimmed styles, tailored with front darts. Bias cut. Sizes 11 to 17 in Tea Rose and White. —Downstairs at Ayres.



Summer Time's the Time to

Live In a Slack Suit

\$3.00

Seersucker slack suit with long torso jacket. Full cut slacks. Blue, red or green. Sizes 12 to 20.

"Sailor" slack suit. A smart blue denim suit with full sailor collar and charming white braid trim. Sizes 12 to 20.

—Downstairs Sportswear.



For Dress-Up or Active Play!

Girls Have Fun in Bobby Suits

\$3.98

\$3.00

Woven check gingham suit with white pique trim. Fitted jacket, pearl buttons. Swing skirt with culotte pleats. Sizes 10 to 16.

Pin stripe seersucker bobby suit. Skirt with front and back pleat, short sleeve jacket. Sizes 10 to 16.

—Downstairs Girls' Department.



Men's Cool, Comfortable

"FRUIT of the LOOM"

SPORT SHIRTS

Those "easy to live in" sport shirts by "Fruit of the Loom." Convertible collars, two button pockets and short sleeves. In or outer styles in White, Tan, Blue, Natural or Green. Cool "Summer Weave" fabrics in fast colors. Small, medium and large.

\$1.49

"W. L. DOUGLAS" SPORT SHOES for MEN

\$5.00

Men!... here are the styles you've been wanting for spring and summer, plus the cool comfort you've always asked for. Perforated vamps and plain. Brown and white or tan and beige in many styles to choose from. Sizes 6 to 11. —Downstairs at Ayres.



"Keds" PLAY SHOES for Girls

A Wedgie Style With Rubber Sole!

A smart wedgie play shoe just like mother's. Strong, colorful striped uppers with contrasting color foxing and outsole. Crepe type outsole, gypsy seam vamp, shock-proof insole, and fully washable. Sizes 5½ to 12; 12½ to 3.

—Children's Shoe Department.

\$1.39

BOYS' 'Cranbrook Jr.'

SPORT SHIRTS

\$1.00
Each

Trim looking in--n outer styles for boys. Breast pocket, some with saddle stitched collars. Colors in Tan, Blue, Green, Beige and White. Fabrics in cotton chambrays and cotton slubs. Sizes 6 to 18.

Other Sport Shirts, \$1.69



COOL for SUMMER

MEN'S ALL-WOOL 2-PIECE
TROPICAL WORSTED and
GABARDINE SUITS

Cool, porous weave summer weight suits in tropical worsteds or gabardines. Smart shape retaining, just like your heavier suits, yet made to give perfect summer comfort. Single or double breasted styles in all the colors for summer. Sizes 35 to 44.

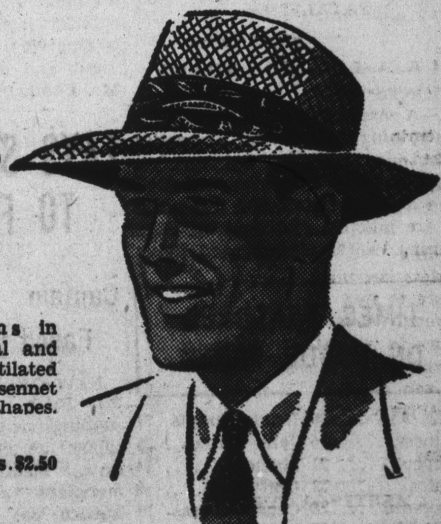
\$21.95

MEN'S STRAWS

\$1.49

New wide brims in Cocoon, Natural and Sand shades. Ventilated crowns. Also - sennet saratons in new shapes. Sizes 6 to 7½.

Genuine Panamas. \$2.50



"FRUIT of the LOOM" SLACK SUITS

Short sleeve shirts and famous Adjust-to-Fit slacks in mercerized cotton, sanforized shrunk. Colors in Sand, Tan, Green, Teal and Blue. Some with contrasting slacks. Small, medium and large.

\$5.00

Others at \$3.39, \$4, \$4.50, \$5.50

Men's SPORT COATS

Camel shades, herring-bones, checks and over-plaids in smart looking sport coats for men. Many colors. Sizes 34 to 44.

—Downstairs at Ayres.