

AYRES DOWNSTAIRS STORE

TO MOTHER... The MOST WONDERFUL WOMAN IN THE WORLD!

MOTHER'S DAY . . . SUNDAY MAY 9th



Remember Mother
On HER Day!

With a
Linda Joyce
Seersucker
Dress

\$3.00

SIZES 14 to 20!

Peppermint cool narrow-striped seersucker dress that looks as well shopping as it does in the kitchen! Button-to-the-waist shirtwaist style, trimly tailored, with trick pockets, a pleated skirt, and matching belt in simulated leather. Red, brown and blue. Sizes 14 to 40.

—Daytime Dress,
Downstairs at AYRES

Perfect BLOUSES for Mother

Designed to Please the Eye
and Fit Your Budget!

\$2.25 \$3
and

Pretty and practical blouses for Mother to wear with her suits, skirts . . . and slacks! She'll adore these two . . . from our large collection of lovable, wearable blouses designed to please the eye and fit the budget!

Right: Glenwear rayon crepe blouse with short sleeves, soft round collar and matching pocket trimmed with rows of fagoting. Pink, blue, white and yellow. \$2.25.

—Sportswear Department,
Downstairs at AYRES



Above: Crisp, washable sharkskin shirt, trimly tailored with action back; french cuffs, fitted waist. White only. Sizes 32 to 38.

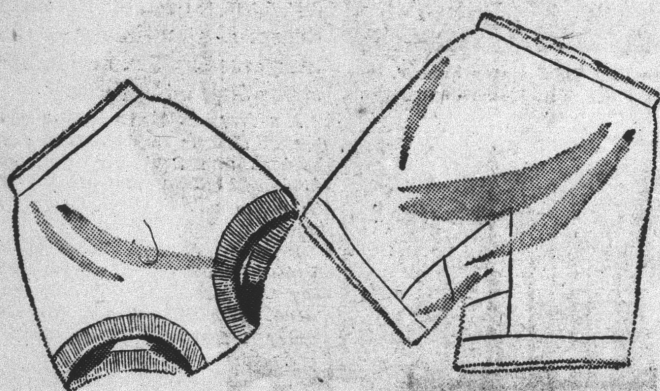


To Mother—That Wonderful Woman
A Smart New Hat

\$3.00

She will look lovely on Mother's Day and all through Summer . . . in this stunning toyo straw hat! It is just one of our many, many becoming styles from a sparkling new collection! Black, brown, navy and purple in the group.

—Millinery Department, Downstairs at AYRES



"BONNIE LASSIE"

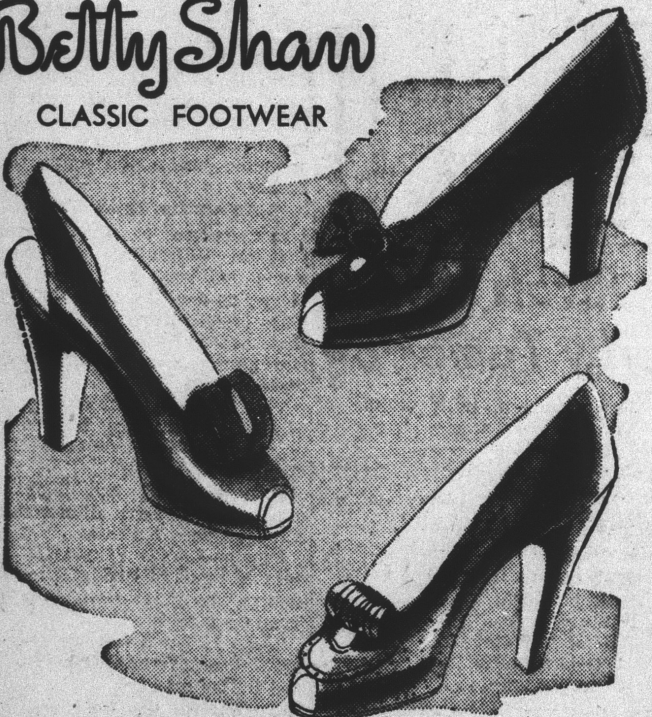
Spun-Lo Rayon Panties

Made of Spun-lo rayon, a multifilament fabric knitted of a superior quality yarn which gives long durability, these rayon panties are smoothly tailored, are easy to wash and need no ironing! Also steppings and briefs in Spun-lo rayon. Extra sizes at 59c.

—Knit Underwear Department,
Downstairs at AYRES

49c

Betty Shaw
CLASSIC FOOTWEAR



PATENT

Reflects Fashion
at Her Spring-Best

In Our Exclusive
BETTY SHAW
Classic Footwear

\$5.95

QUALITY is built into every smooth flowing line of these new spring "BETTY SHAW" shoes! Enduring quality that matches the enduring fashion-rightness of black PATENT! There are many lovely styles to choose from in Betty Shaw black patents . . . a leather that you can wear with so many different costumes . . . for dress or daytime wear . . . and in any season! Good fitting shoes, in medium and high heels. Sizes 4½ to 9, AAAA to B in the group.

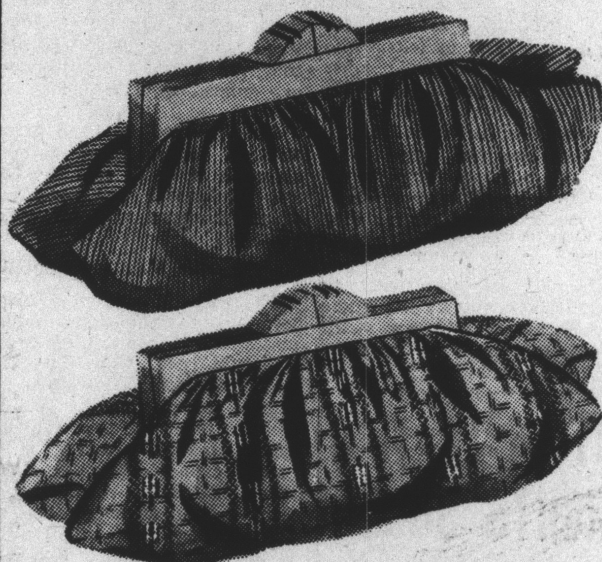


Frame Your Face With
Crisp Flattery

Wonderful pick-ups for dark costumes, becoming face framers for any age. Crisp sparkling neckwear in delicate organdy, lovely lace and pert pique. Round, V and square necklines. White and pastels.

—Downstairs at AYRES

\$1.00



Handbag Gifts
For MOTHER!

Sparkling styles and charming colors in the most delightful fabrics that were ever made into handbags! Homespuns, paisley prints, plain colored failles, and wheat linen with luggage tan trim. Mother'll love them and carry them for a long, long time.

—Downstairs at AYRES.

\$2.00

Give Mother Rayon Hose That WEAR

GIVE HER . . .



REALTEX

Rayon Stockings

85c Pair

Eliminate These
Hosiery Troubles!

★
Wear at Toes

Try Realsilk's Service-Tested Toe, reinforced for longer wear.

Wear at Side of Foot

Try Realsilk's Cradle Dura Foot, reinforced for wear, yet doesn't show.

Break at Instep Point

Try Realsilk's Strainproof Instep, a strong, yet invisible reinforcement.

Wear at Heel

Try Realsilk's Allover Heel Guard, an extra reinforcement for extra wear.

Run in Garter Hem

Try Realsilk's positive one-way run-stop.

Break and Run at Back

Try Realsilk's No-Hole Hem, a closed hem which provides double thickness, reduces runs, keeps seams straight.



She'll love these Realtex rayon stockings! They're both beautiful and practical; are protected at every point of wear by those famous REALSILK beauty guards which make them wear and Wear and WEAR! They're irregulars, so nearly perfect only the eagle-eyed Realsilk Inspector can detect any imperfections! None are passed that will affect the wear. Buy them with confidence—exclusively in Ayres' Downstairs Store.

LAUNDERING PRECAUTION: Allow Rayon Hose to Dry 24 to 48 Hours Before Wearing.

—Hosiery Department, Downstairs at AYRES



★
★
★
WARNER'S
Budget Priced
Brassieres
89c

Warner's gives you four different brassieres at this budget price! A lovely white lace brassiere, an all-silk satin and lovely lace brassiere in nude and white, a broadcloth brassiere with a band, in nude and white, and a broadcloth brassiere without a band, in nude and white. Sizes 32 to 38.

—Corset Department, Downstairs at AYRES



FROM THE JUNIOR-DEB SHOP

A Pretty Pair

For Young Mothers!

DRESS . . . **\$8.95**
COAT . . . EACH

Both coat and dress have flattering, figure-defining princess lines! The contrasting yarn stitching adds a pert and pretty air to the whole ensemble! The dress has a yoke of contrasting color, the coat buttons trimly down the front! And . . . you can wear them separately or as an ensemble. In rayon alpaca crepe. Aqua, navy, green and blue. Sizes 9 to 15.

—Junior Deb Shop, Downstairs at AYRES