

AYRES DOWNSTAIRS STORE

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

(MOTHER'S DAY... NEXT SUNDAY, MAY 9th)



PULL the Strings to Fashion With Our New Drawstring Bags

Mother will love them because they're so new... so smart... so convenient... and big, but not a bit bulky! Just pull the strings and the handbag is closed! For convenience... stitched into the top opening... is a lucite framed coin purse with a sturdy closing... perfect for her mad money... her streetcar tokens... her Charge Plate! Our newest version in rayon bengaline and rayon gabardine in colors... and in white waffle design fabric trimmed with navy, turf tan or red!

—Downstairs at AYRES

\$3.00

Give Hosiery That Wears



Irregulars of
REALSILK
REALTEX

Rayon Stockings

85¢ Pair

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

Choose Blue!

AMERICAN

FASHION Shoes
\$4.00

True blue... the color of Spring and Summer... in our famous American Fashion shoes... flattering on your feet... long-lived in leather and in lines! They're keyed to service, to comfort and to beauty! Buy them to add drama to your costume and wear them with pride and assurance! Open or closed toes, medium, low or high heels. Sizes 8½ to 10, AAAA to B widths in the group.

Other American Fashion Shoes

- Polished Calf!
- Patent!
- Gabardine!
- Crushed Kid!

—Fashion Shoe Department, Downstairs at AYRES



CASUAL CLASSIC
Swagger Brim Felt
\$2.00

It's a style that goes on year after year with very few variations. That looks well... and dashing... on almost everyone; that can be worn anywhere at anytime with every costume! We sketch our newest version in silken soft felt. Choice of black, brown, navy, turf tan, open, kelly, gray, rose and beige.

—Millinery Department, Downstairs at AYRES



WARNER'S BRASSIERES
89¢ Sizes 32 to 38

Four different brassieres at this budget price! A lovely white lace brassiere, an all-silk satin and lace brassiere, a broadcloth brassiere with a band, and a broadcloth brassiere without a band.

—Corset Department, Downstairs at AYRES



From the Junior-Deb Shop
Peppermint Princess

Sizes 9 to 15 **\$5.00**

Demure little pinafore, crisp as a salute and feminine as the veil that shadows your eyes! Marvelous aid to your precious playtime hours when you want to look pretty as a picture, memorable as music... and when your foremost purpose is to please! The white pique blouse is attached to the skirt. Pinafore of acetate seersucker striped in green, luggage or red. 9 to 15.

—Junior Deb Department, Downstairs at AYRES



Our new coin dot spun rayon blouse with wide revers, novelty buttons. Red, blue, yellow and luggage. Sizes 32 to 38.

A finely tailored shirt in rayon broadcloth with a notched collar, a useful pocket. White, blue, pink and maize. Sizes 32 to 38.

Blouses Are Magic for Mother!

Sizes 32 to 38 **\$2.25**

Neat, groomed blouses... to change a skirt... a suit... a jumper... from one costume into another one! To wear with dignity and dash... and the pretty practicality so important in these times! We sketch just two from a large collection.

—Sportswear Department, Downstairs at AYRES

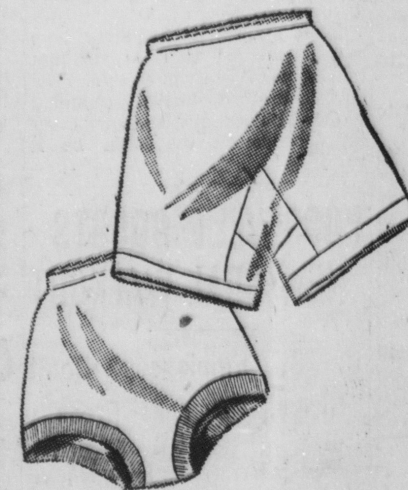


PRINTS That Bloom on Mother's Day Gay Handkerchiefs

Mother will love these beautiful flower-garden pretty handkerchiefs. Sheer and lovely... vibrant with rich, life-like floral patterns on white grounds... they'll add just the right touch of color... the right amount of elegance to any of her costumes! And... you can afford to give her several at this low price.

—Downstairs at AYRES

25¢ EA.



"BONNIE LASSIE"

Spun-Lo

Rayon Panties

49¢

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 stepins and briefs in Spun-lo rayon. Extra sizes at 59¢.

—Knit Underwear Department, Downstairs at AYRES



Crisp Neckwear

For Face-Framing Flattery

\$1.00

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