

AYRES DOWNSTAIRS STORE



FROM THE JUNIOR-DEB SHOP

"Gay Mixer"

SIZES 9 to 15! **\$8.95**

This little two-piece dress has a triple personality! You can wear it three different ways: 1. As it is. 2. Wear the jacket over a dress. 3. Add a blouse to the skirt, and any way you wear it, it's a perfect-dale dazzer! The jacket is trimly tailored and exquisitely detailed, with epaulet style shoulders and a soft fit. In vivid violet or sunshine yellow spun rayon. The skirt is a gay flower print. Unpressed pleats are gathered on a wide band for an extra snug fit. Of soft, suave rayon jersey that won't wrinkle. Sizes 9 to 15.

—Junior Deb Shop, Downstairs at AYRES

We Continue Our SALE! Beautiful Full-Fashioned Sheer Rayon Stockings

Made In Indianapolis

Priced Below the New
OPA Hosiery Ceilings

SALE PRICE

59^c PAIR

Long! Medium! Short!

Beautiful sheer stockings, rayon to the top! With the round heel that fits so beautifully! They're knitted on a single unit machine, are high twist, 75-denier stockings! And just look at their low price—59c pair... well below the new OPA rayon hosiery ceilings. You'll love them for their flattering loveliness, their sheer wearability and their new Spring and Summer colors.

SELECT SECONDS

—Downstairs at AYRES

Just for Fun!

All Work and No Play . . . Is NOT
the Efficient American Way!

You don't have to be a professional to look like one! But, since the people who know how to dress for fun, usually have it, we proudly present—for your pleasure—sun and fun fashions! Each and everyone of them has been chosen to help you squeeze every minute of fun out of your precious hours of play! Strictly utilitarian . . . washable, wearable, comfortable . . . they're pretty, too—the kind of clothes, in fact, you'll buy . . . and look lovely in . . . just for fun!



A. Fine quality rayon luana cloth slack suit with trimly tailored fitted coat and smartly pleated slacks. Brightened with saddle stitching on collar and pockets. Green, navy, brown, beige, blue. Sizes 12 to 20. \$5.98. Sizes 40 to 44 at \$7.98.

B. Light blue slacks of sturdy denim for work or play. They're full cut, with two front pockets. Sizes 12 to 20, \$2.00. Sizes 38 to 44, \$2.25. Classic cotton shirts with short sleeves, convertible neckline. Choice of white and colors. Sizes 32 to 40, 69c.

C. Pretty and practical dirndl style skirts in cotton seersucker, rayon cotton, table cloth checks, flower designs and stripes. Sizes 24 to 30 in the group. \$2.25. Dainty peasant style blouses in sheer, cool rayon ninon. Frosty white banded with colorful embroidery. Sizes 11 to 17 and 32 to 38, \$1.39.

Sportswear Department
Downstairs at AYRES



Swim Prettily In This Chintz Dressmaker Suit **\$3.98**

Gay and dainty little chintz swim suit that looks as pretty in the water as it does on the beach. The back is adjustable, there's a hint of pleated skirt, and the top is trimmed with pleated white pique. There's a rayon knit under suit. Choice of pink or blue flowers on light grounds. Sizes 32 to 38.

Lastex Swim Suits
\$3.00

Two-piece lastex swim suits with full skirts and button back trunks. Choice of red and white or royal blue and white. Sizes 32 to 38.

One-Piece Swim Suits
\$3.98

Smartly fashioned of rayon satin and lastex with a tucked front and a flare skirt. Royal, black, maize and aqua. Sizes 32 to 40.

—Sportswear Department, Downstairs at AYRES

DON'T Let Your No. 17
Ration Stamp Expire!

**SNOW-WHITE
SUEDE**

AMERICAN

FASHION SHOES



\$4.00

They look pretty—they are practical! These all white suede pumps in tailored or dressy styles are artfully designed with neat-as-a-pin, superbly flattering lines! You'll love their cool appearance, their long-lived qualities! Well worth your coupon No. 17, and perfect for summer. Choice of medium or high heels.

—Fashion Shoe Department, Downstairs at AYRES



Big and Beautiful Face Framing Fabric Hats

\$2.00

We sketch just one of big brimmed hats designed to make you look beautiful and bewitching! Fashioned of fine rayon and cotton, the wide brim is exquisitely shirred, finely detailed. Choice of black, white, copen, turf tan and brown. Headsizes 22 and 23. Also Fabric Calots at \$2.00.

—Millinery Department, Downstairs at AYRES

On Top of Everything This Summer!



Toppers In All-Wool Shetland

SIZES 12 to 18!

\$6.98

Toppers . . . newest, smartest, most practical summer fashion! You'll wear them on top of everything . . . dresses, skirts, slacks, play clothes! They're so easy to slip into, so comfortable to wear! We sketch just one from our new collection. Thirty inches long, it has two large pockets, four pearl buttons, a notched collar. Red, aqua, green, luggage, gold and navy. Sizes 12 to 18.

—Coat Department, Downstairs at AYRES



Crisp, White Dickies **59^c**

Crisp white dickies to perk up your summer dresses and suits. Fashioned of rayon sharkskin, they're trimly tailored, can be washed and ironed as easily as a handkerchief.

—Neckwear Department,
Downstairs at AYRES

FOR FATHER'S DAY!

Leatherette Billfolds

\$1.00 up to \$1.85

Smart, sturdily fashioned leather billfolds in morocco and saddle grains. Some have army and navy insignia, some are plain. Choice of many styles; some with coin purses, all with special sections to carry passes, driver's licenses, pictures, identification cards.

—Downstairs at AYRES