

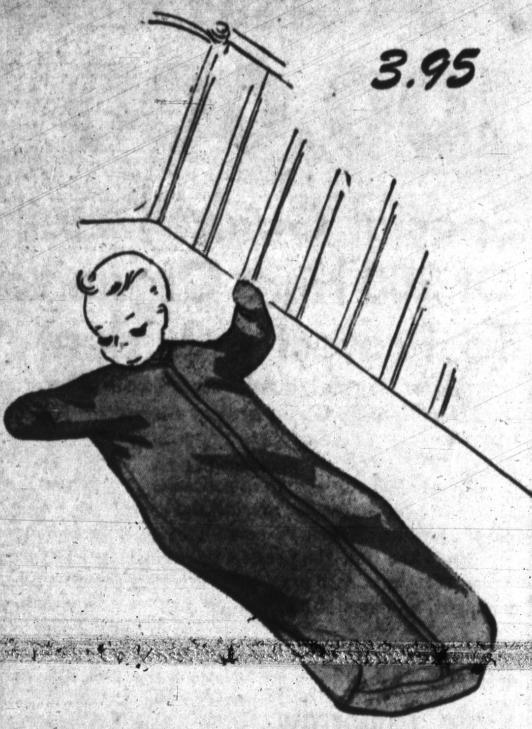
## L. S. Ayres &amp; Co.

FRanklin 4411

## Baby's Sleeping Bag

of Warm Outing Flannel

3.95



Tuck baby into this soft, soft outing flannel sleeping bag  
... he'll stay warm-snug and safe—yet have plenty of  
room for kicking and comfort, too! Pink, blue or white.

Ayres' Infants' Shop, Fourth Floor

Ask Any Boy His Choice in a Sport Coat—

You Know His Answer—

Corduroy!



OPEN ALL DAY SATURDAYS  
Shop Tuesday thru Saturday  
9 A. M. to 5 P. M.  
CLOSED MONDAYS

You just can't beat corduroy! For rugged wear,  
light weight comfort and casual good looks it's  
first choice with every boy from grade school to  
campus! Here it is in a neatly tailored coat of  
sturdy, fine wale corduroy—made with four flap  
pockets, leather buttons, vent back. Assorted deep  
toned colors.

Junior sizes 7 to 12—\$2.95  
Boys sizes 12 to 18—\$3.95  
Student sizes 34 to 40—\$3.95

Ayres' Boys' Shop, Fourth Floor

Ayres' Hosiery, Street Floor

SATURDAY ONLY!  
Special Three Pair Price

Ayresheer Sorority Girl NoSeam Nylons

3 pair for 2.50

Save 35c on each three pair purchase—regularly 95c a pair.

30 denier, 400 needle seamfree nylons that

have no seams to detract from their beauty! In Glace

Mocha—a neutral dark beige. Sizes 8 1/2 to 10 1/2.

No wonder everybody loves our

Famous  
Gold Cross Shoes!

10.95

They're so trim and pretty to look at...  
they're so very comfortable to wear! And  
what a pleasant price!

Platform sling and tie in black or brown  
calf; roll trim pump in black calf only.

Ayres' Shoe Salon, Second Floor



It's becoming, beguiling, bewitching

It's our new

## Cushion Bonnet! 3.95

Just about as flattering as a hat can be! Our curved  
little bonnet with a demure, old-fashioned charm, a  
soft feather trim... black, brown, navy, Continental  
green, royal, wine, grey, red felt.

Ayres' Hat Box, Street Floor



SATURDAY ONLY!

SO SWEETLY FEMININE, WITH  
WIDE LACE PANELS...

Lovely Gown

In sizes for the  
petite figure

8.95



How delicate-looking and appealing

It is, with its old-fashioned square  
neckline, its flattering little sleeves!Wear it in creamy ivory, pale blue  
or pink rayon crepe, sizes 9 to 15.

Ayres' Collegienne Lingerie,

Second Floor