

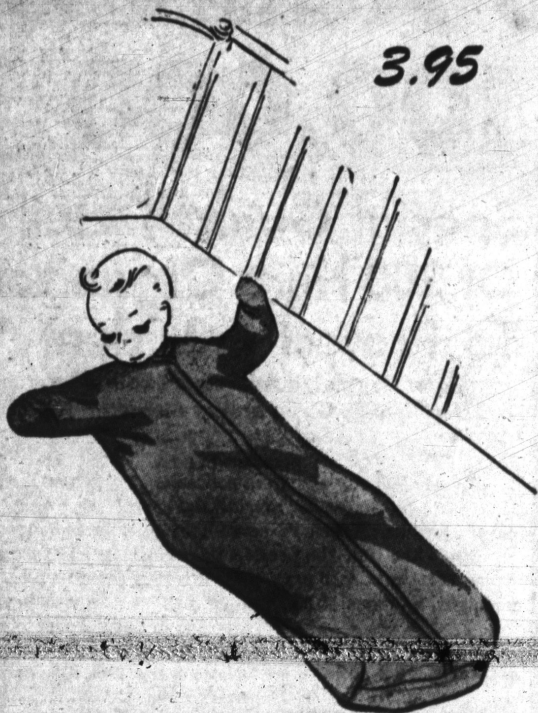
# L. S. Ayres & Co.

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!**



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—12.95  
Boys sizes 12 to 18—18.95  
Student sizes 34 to 40—18.95

Ayres' Boys' Shop, Fourth 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



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

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.

Ayres' Hosiery, Street Floor

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



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