

# AYRES' DOWNSTAIRS STORE

**Discriminating Males Insist  
On Quality and Value!**

## Boys' SHORTS and SHIRTS

by "Fruit-of-the-Loom"

Boxer Shorts . . . . 49c  
or 3 pr. for \$1.45

Sanforized cotton shorts with an all-elastic waistband, assuring comfort and long wear. Striped patterns in assorted colors. Sizes 6 to 16.

Gripper Shorts . . . 49c  
or 3 pr. for \$1.45

Sanforized cotton broadcloth shorts, full cut, well constructed, with elastic sides for comfortable fit. Striped patterns in assorted colors. Sizes 6 to 16.

Knit Briefs . . . . . 49c  
or 3 pr. for \$1.45

Fine cotton knit shorts with elastic waistband insure comfort, fit, wear. Small, medium and large.

Knit Undershirts . . 39c  
or 3 for \$1.15

Soft cotton ribbed shirts, full cut with strong smooth seams. Sizes 8 to 16.

BOYS' WEAR—Downstairs at AYRES'

**CLOSED MONDAYS**

SHOP TUESDAY THRU SATURDAY  
9.00 to 5.25

**Glamorous, Important**

"Must" for a  
Junior's Wardrobe . . .

**RAYON TAFFETA DRESS**

Only **\$8.95**

Sizes 9 to 15 . . . Navy Only!

Jaunty bustle strikes a fashion note of interest! Scaled to the proportions of the petite figure! You're a sweetheart . . . Valentine's Day, any day, in this captivating rayon taffeta dress, demurely fashioned with a moulded bodice and apron front, and flaunting a perky bustle in back. It's a dress you'll wear many times, through many seasons . . . and its low price makes us blush with pride!

JUNIOR DRESSES—Downstairs at AYRES'



**Simulated Pearls**  
**79c**

\$1.49 and \$2.00 Plus tax.  
Lustrous pearl necklaces in one, two and three strand styles with glittering rhinestone clasps.

**Pure Silk Scarfs**  
**\$1.59**

Providing that essential dash of color to your wardrobe . . . lovely, luxurious silk scarfs in singing, lively prints. Assorted colors. 36-Inches square.

**Highlight Your Costume With  
Scatter Pins**

A wide assortment of rhinestone, simulated pearl and enameled scatter pins . . . smart and gay accent for your casual and dressy costumes. **\$1.00** Plus tax

ACCESSORIES—Downstairs at AYRES'



**VALEN-TIES for HIM**

**\$1.50**

Rayon and all silk ties featuring the new "bold look" . . . vibrant colors in panels, stripes, geometric figures and all over patterns. Hand tailored, wool lined and rayon tipped.

MEN'S FURNISHINGS—Downstairs at AYRES'

**Men's  
"Fruit-of-the-Loom"  
Athletic UNDERWEAR**

Swiss Rib Undershirts . . . . 49c  
or 3 for \$1.45

Fine cotton yarn closely rib knitted into a soft, strong fabric, insuring comfort, fit and wear. Sizes 34 to 46.

Boxer or Gripper Shorts . . . 69c  
or 3 pr. for \$2.05

Quality sanforized broadcloth shorts in stripes, solid colors and white. Boxer elastic-top or gripper snap front styles. Sizes 30 to 44.

MEN'S FURNISHINGS—Downstairs at AYRES'



**Rugged Good Looks . . .  
Value Plus  
Suede Leather JACKETS**

Styled for active, sports-loving men!

**\$8.95**

A finely constructed, carefully detailed jacket of soft, durable suede . . . fashioned with snug, knit collars, cuffs and bottom. Convenient separating zipper front. Sizes 36 to 46.

MEN'S CLOTHING—Downstairs at AYRES'

nationally famous

since 1910

**"GOOD BEHAVIOR"**

SLIP

The best fitting tailored slip  
your money can buy

- Bra type bosom
- Form fitting waistline
- Extra wide skirt sweep

**\$2.59**

Tall—36 to 44  
Medium—32 to 44  
Short—31½ to 39½  
Junior—11 to 17

quality rayon satin,  
White and Pink



Will not wrinkle when you walk



In a Slip It's "Good Behavior" That Counts

LINGERIE—Downstairs at AYRES'



**Delicate tribute to your femininity  
Silduka CREPE BLOUSE**

Styled by "Fruit-of-the-Loom"

**\$2.98**

The sweetness of dainty lace trim . . . the freshness of rich, fine Silduka rayon crepe, in a romantically detailed blouse that is destined to be a boon companion for your suits and skirts. The tiny price tag is a "plus" attraction. White only. Sizes 32 to 38.

BLOUSES—Downstairs at AYRES'



**Rustle of Ribbon . . .  
Rustle of Spring  
In Our Budget Priced  
FELT BONNET**

**\$2.00**

A new spring bonnet with an ageless look of becoming beauty. The bloused crown shapes to your head with a neat, snug effect. Soft wool felt with a rayon ribbon pout. Black, brown, navy, beige, continental green, white, grey, oyster, blue and pink.

MILLINERY—Downstairs at AYRES'