

# 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



**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'



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

**Athletic UNDERWEAR**

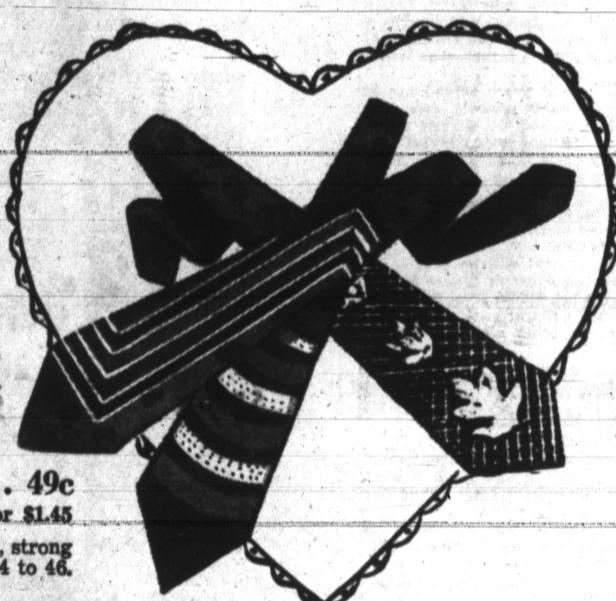
**Swiss Rib Undershirts . . . 49c**  
or 3 for \$1.45

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'



**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'



**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.

ACCESSORIES—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 rhine-  
stone clasps.

**Pure Silk Scarfs**

**\$1.59**

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



**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'



**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 pouf. Black, brown, navy, beige, continental green, white, grey, open, blue and pink.

MILLINERY—Downstairs at AYRES'