

AYRES' DOWNSTAIRS STORE

From the Kindergarten Crowd to the Smart Young Set . . . Everyone Calls for "Head-of-the-Class" Fashions Keyed to Young Pocketbooks!

CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9:30, 10, 5:25



**Rayon Flannel
UNLINED
CLASSIC
SUIT**

12⁹⁸

GREY—BROWN
SIZES 10 TO 20

A sure bet for compliments galore! This soft unlined rayon flannel suit with the 6 Button jacket! Styled for figure flattery, this all-purpose suit features mother-of-pearl buttons down the front, flap pocket trim, and straight slimming skirt. A campus favorite or a career girl's dream . . . budget-priced.

WOMEN'S SUITS,
Downstairs at AYRES'

**Sanforized Gingham
Plaid SHIRTS**

1⁵⁹

FOR SCHOOL! FOR SPORTS!
FOR HOME! FOR YOU!

As gay as autumn leaves . . . as practical as pins! All-purpose plaid sport shirt featuring sanforized cotton fabric. You'll love the convertible collar! Pearlized buttons! Extra strong double needle seams! Sizes 32 to 40.

SPORTSWEAR, Downstairs at AYRES'



**Classroom Favorites
All-Wool Slipover
SWEATERS**

1⁹⁸

Finely knit slipover sweaters featuring the new double-loop neck for permanent fit! So warm! So soft! WHITE, PINK, BLUE, RUBY, GREY, BLACK! Sizes 34 to 40.

**Rich Pinwale
CORDUROY SKIRTS**

2⁹⁸

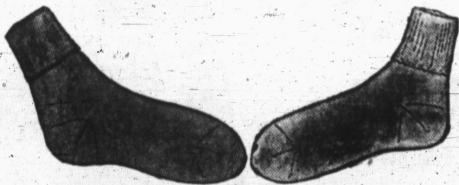
This will be your most beau-catching skirt of the year! Beautifully detailed with pocket tabs and buttons trim, side zipper closing, and a semi-flared skirt! You'll want several of these popular pinwale corduroy skirts . . . so thrift-priced in ROYAL BLUE, HUNTER GREEN, AUTUMN BROWN. Sizes 24 to 30.

SPORTSWEAR, Downstairs at AYRES'

Your Favorite **Buster Brown**
Anklets

39^c Pr. or 3 Prs. 1¹⁵

BEIGE BLUE
BROWN POUDEUR
REDI COPENI
PINKI ROYALI
YELLOW NAVY
HUNTER ORCHIDI
KELLY BLACKI
AQUA GREY
LIGHT WHITE



Here's why you'll buy dozens of pairs of "Buster Brown" anklets for you, for your children: ALL FAST COLORS! MILES MORE WEAR! THREE SMART STYLES! Sizes 6 to 11.

Mail and Phone (FR. 4411) Orders Filled
HOSIERY—Downstairs at AYRES'



New Smart '49 Styled Quality Cottons

For Smart Young Teens and In-B-Tweens!

**Teens' Dark Plaid
COTTONS**

6⁹⁸

Fashionable styling . . . NEW dark plaids or stripes that won't show the soil! A wonderful group of budget-priced dresses that any teen will "go for"! Sizes 10 to 16.

**Girls' School-Time
WASH FROCKS**

3⁰⁰

The prettiest frocks in class . . . in plaids, prints, solid colors or combinations. New dark shades . . . gay bright colors. You'll want 2, 3 or more at this budget price! Sizes 7 to 12.

**Pretteen Cotton
DRESSES**

5⁹⁸

New cotton frocks to steal her heart away! In the smart deep-tones, dark-tones that look so smart, wear for days without showing soil. Variety of colors. Sizes 10 to 14.

GIRLS' WEAR—Downstairs at AYRES'



Dress \$2
Polo Shirt \$1
Overalls \$2

**Little Girls'
Cotton Dresses**
\$2

Dark background cotton in a spanking new frock by "Prim 'n Pretty"! Gay plaid trim and sparkling white Peter Pan collar and cuffs. GREEN or BROWN. Sizes 4 to 6x.

**Little Boys' "Plapet"
Corduroy Overalls**
1⁹⁸

Famous "Plapet" SCIENTIFIT overalls in fine quality pinwale corduroy. Elastic waist back, suspenders. Washes easily! Fully SANFORIZED! BROWN or GREEN. Sizes 2 to 6x.

**Little Boys' "Health-Tex"
Striped Polo Shirts**

\$1

Famous "Health-Tex" polo shirts by STANTOGSI! Firm cotton knit in a variety of colorful stripes. Long or short sleeves. Sizes 1 to 8.

TOTS' WEAR—Downstairs at AYRES'



Budget
Priced!
Famous
Quality!

**"Black Hawk"
SHOES for
BOYS and GIRLS**

4⁵⁰-4⁹⁵-\$5

"Back-to-School" Natural!

"Black Hawk" styles the shoes you've bought for years . . . the shoes that give your children the action freedom, protective support you know is good! Many handsome styles in our new '49 selection!

A. Strap Buckle Pump . . . Can be worn as a military oxford or a puritan pump! Sizes 8 1/2 to 12 . . . 4.50; 12 1/2 to 3 . . . \$5.

B. Child's and Misses' Moccasin Ghillie with simulated reptile trim, sturdy avonite soles. Sizes 8 1/2 to 12 . . . 4.50; 12 1/2 to 4 . . . \$5.

CHILDREN'S SHOES—Downstairs at AYRES'



Mail and Phone
Orders Promptly Filled
Dial FR. 4411

For Gay Young Blades and Little Toughies!
Plaid Cotton Flannel Shirts

Famous "Cranbrook Jr." shirts styled just like Dad's! With big bold white background plaids in soft washable cotton flannel. All FULLY SANFORIZED! Cut for comfort. Sizes 8 to 18.

"Wrangler" Flannel Shirts

Even the toughest "Wrangler" can't wear out these sturdy cotton flannel shirts! And even the most particular "Wrangler" will like in 3 or 4 of these wonderful men-sized plaids. Sizes 4 to 18.

Thickset Corduroy Slacks

For school and college . . . first choice! Tough thickset corduroy slacks . . . handsomely tailored with pleats, zipper fly, cuffs. Hollywood model. Variety of colors. Sizes 6 to 18.

BOYS' WEAR—Downstairs at AYRES'

Rayon Gabardine Slacks

For all-around wear . . . for class and "Evening out" . . . fine rayon gabardine slacks! Expert detailing . . . pleats, zipper fly, drop loops. BROWN, GREY, TAN, BLUE, TEAL. Sizes 6 to 18.

3⁹⁸
and 5.98

Knit Briefs and Undershirts

Fine quality firm cotton knit . . . undershirts with sturdy binding at neck and arms, full cut. Briefs with all elastic waist. Sizes small, medium, large.

39^c

Boys' Fine Guaranteed Sox

Bright patterns and solid colors. Sturdily made with nylon reinforced heel and toe. Guaranteed for four months wear. Sizes 4 to 11. 4 prs.

1⁰⁰