

Important Values for Men, on Page 25

to Ayres Downstairs Tomorrow for . . .

New Summer Fashions . . . at Odd-Penny Prices

Tomorrow in Our—

"JUNIOR MISS" SHOP



Let Flaming Youth
"Have a Fling" at
These Crisp, New

**Summer
Dresses**
\$3.00

Here's an invitation to a "fling" that will thrill every college and business girl . . . it will really HELP their morale . . . and there can be no "orgy" of spending—at this price! Gorgeous new assortments have just arrived—each frock just as summery and cool as green leaves! Jacket frocks, swagger suits, cape dresses and sports frocks! Sizes 11 to 19.

- * Pastel Crepes
- * Linen Frocks
- * White Crepes
- * Eyelet Batiste
- * Polkadot Crepe
- * Fine Piques
- * Bemberg Prints
- * Printed Crepe

—Junior-Miss Shop—Downstairs at Ayres.



\$1.47

Fashion says this will be a WHITE year . . . and a PANAMA year . . . so Ayres' Downstairs Store invites you to ride the crest of the fashion wave! We're FIRST to offer panamas at any price . . . and FIRST to offer them in a SALE! They are exceptionally fine quality paper panamas in a splendid variety of brim styles, with brims from 1½ to 3 inches wide. Crowns are creased in many attractive ways. Trimmings with patent leather, pique, grosgrain ribbon, etc. Headsizes 22 to 23 inches.

—Downstairs at Ayres.

Here Is What . . .

- SAVES YOU MONEY!
- HEADS OFF A RUN!
- PROTECTS BEAUTY!

SUBSTANDARDS OF
Wonder Band

Chiffon Hosiery
60c
PAIR

"Wonder Band" is an exquisitely S-H-E-E-R stocking—one of the most beautiful we know of. Yet, it is fully protected from ruinous runs by the exclusive "Wonder Band" the Wonder Toe, and the Wonder Heel! Either 3 or 4-thread—and 48-gauge construction. Sizes 8½ to 10½.

—Downstairs at Ayres.



This Coat Is NEW

—It's WHITE—It's COTTON
It's SWAGGER

. . . and the PRICE Is Only

\$3.95

This coat has EVERYTHING that Fashion demands for summer smartness! It's a WHITE season, so's the coat! Cottons are newly fashionable, so the coat is cotton! There's a perfect delirium for swagger clothes, and you couldn't want smarter swagger lines than those in this coat. In a lovely waffle weave. Sizes 14 to 20.

Other White Coats, \$5.95 to \$16.75

—Downstairs at Ayres.

You'll Never Know Golfing
Comfort Until You've Worn Our

"Sportster" Frock

Tomorrow It's
Very Special at—

\$1.59



The sketch at the left shows better than words what a good looking sports frock our "Sportster" really is! But neither words nor picture can convey to you its COMFORT, its fine FIT and its utter SMARTNESS! It is a shirt-waist frock with deep-pleated back, kick pleated skirt, short sleeves and 3 pockets. In pin-stripe percale or gingham checks. Sizes 14 to 20.

White Skirts, \$1.98

Pure virgin wool crepes or flannels; pleats and pockets; 26 to 32.

—Downstairs at Ayres.

Save
Tomorrow
in This—

Sale!



We Have the Town
All Agog With This
Great Sale of

**Summer
Dresses**
\$5.00

Our sale of dresses, last week, was almost a complete "sell-out!" We immediately wired for MORE OF THE VERY "HOTTEST" STYLES! They have just arrived, in time for Saturday! Nearly every dress has a jacket to match or contrast—nearly every one has white accents!—And there are lots of the new swagger ensembles! Sizes 14 to 20 for misses, 38 to 48 for women, and half sizes from 16½ to 26½.

- * Washable Crepes
- * Floral Prints
- * Bemberg Prints
- * Polkadots
- * Color Contrasts
- * Coin Dots

—Women's Departments—Downstairs at Ayres.

Instead of Paying \$4 or \$5 Attend This Great SALE of

WHITE SHOES

. . . and SAVE a Dollar or Two!

Have you noticed late leather quotations? Prices have SOARED! Yet tomorrow Ayres' Downstairs Store offers a great NEW purchase of WHITE SHOES . . . at a price LOWER than before the rise! And you'll simply rave about the STYLES . . . and the exceptional QUALITY! In kid or elk! All-white, brown-and-white, black-and-white! Lots of mesh inserts! Many new PERFORATED styles and cut-out designs! This is perhaps the largest and most complete assortment in town! Sizes 3½ to 9—AAA to C.

Oxfords Sandals Pumps Straps Tie Slippers

\$2.95

—Downstairs at Ayres.



AYRES' DOWNSTAIRS STORE