

Ride with COTTON on Fashion's Wave

and SAVE in our new COTTON SHOP

Because cotton is FASHIONABLE . . . because cotton is COOL . . . because summer cottons are smarter than ever before . . . Ayres' Downstairs opens a new COTTON SHOP tomorrow! We URGE you to see the tremendous assortment of perfectly lovely things! Every piece of extraordinary QUALITY—and FASHIONABLE to the last degree! Here are just a FEW of the amazing values ready for your choosing—for Memorial Day—for vacation wear—for ANY summer occasion! Prices range from one dollar to five dollars!



Two-Piece Linen Frock

\$3.00

You'll be spic-and-span wherever you go in this cool dress-weight linen frock! The pleated skirt is plain white! Overblouse has printed blue stripes. Junior sizes!

Three-Piece Linen Suit

\$3.00

Take this suit to business, or vacationing! It will look smart wherever you go! Consists of white, kick-back, pleated skirt and white jacket—and a manly looking vest in dark blue, or red.

Embroidered Batiste!

\$3.00

This breezy looking eyelet embroidered batiste frock is just one of dozens of perfectly lovely styles. Embroidered in white, red, yellow, blue, etc. This one has crisp ruffled organdie trim.

White Pique Sports Frock

\$2.00

For either tennis or golf this frock is indispensable! In wide-wale pique—cut entirely on the bias—tie on the shoulder—deep sun back. In white, blue, green, yellow.

Dotted Swiss for Afternoons!

\$2.00

Cool, yellow! Sheer dotted Swiss! A deep sun back! A detachable shoulder cape! Trimmed in golden brown! What a frock for ANY summer afternoon occasion!

A Patriotic Sports Frock

\$2.00

Three cheers for the red, white and blue! That's what you'll say about this gorgeous dress! It's mercerized shantung with armholes and perky bow trimmed in red and blue. Deep sun back.

Both Dress and Jacket for

\$2.00

Fashion says: "Wear pique for smartness" . . . and we give it to you both printed and plain! Sleeveless, low-back frock in printed stripe pique—complete with white pique jacket.

Three-Piece Linen Suit

\$5.00

We challenge your will power! Just try this suit and you'll say, "I'll take it." Consists of hip-length jacket, pleated skirt—and a red or blue blouse that buttons down the front. Fine linen!

Pique Skirt and Jacket

\$2.19

Well made, good fitting garments in fashion's favorite summer fabric—pique, in white, blue, rose, yellow, etc. Note the double breast, wide shouldered jacket! Sold separately if you wish.



Try Our New
"Sportster"
Frocks
For Downright
Sporting Smartness!

\$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 shirtwaist frock with deep, bellows-pleated back, kick pleated skirt, short sleeves and 3 pockets. In pinstripe percale or gingham checks. Sizes 14 to 20.

—Downstairs at Ayres.

You Get Worlds of Quality and Smart Fashion in Our May Dress Sale

\$5.00

This great May Sale is a real "Fashion-Quality" event that offers a tremendous variety of the most-wanted summer frocks—at an unheard-of price! Fashion says, "Choose a dress with a jacket." We say, "Nearly every one of these sale dresses HAS a jacket." Lots of swagger ensembles, short jackets, medium jackets, shoulder capes! Styles for every hour of a summer's day!



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

SIZES:

- 11 to 19 for Juniors
- 14 to 20 for Misses
- 38 to 48 for Women

—Downstairs at Ayres.



This Coat
Is White
It's Cotton
It's Swagger
and Priced at

\$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.

—Downstairs at Ayres.



SUBSTANDARDS of

REAL SILK
DeLuxe Hosiery
2 Pairs 80c

For the races and for holiday wear you want a stocking that is BEAUTIFUL—but above all a stocking that WILL STAY BEAUTIFUL! Ten exclusive features protect the beauty of REAL SILK hose—at every point where disastrous runs usually start. Note these "guardsmen":

1. 100% FRESH SILK!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple-Fast Dyes!
6. Flat- Seam Sole!
7. Cradle Dura-Foot!
8. Genuine-Sealed Silk Yarns!
9. TWO-WAY Run-Stop!
10. Positive Heel-Guard!

—Downstairs at Ayres.

IN OUR BEACH SHOP! BATHING SUITS

\$1.98

Before you buy a bathing suit—SEE THESE! They offer more STYLE and VALUE than any we've seen! They are all-wool worsted suits in the new pineapple weave—in red, blue, green, yellow, black, blue! Several smart styles to choose from—all with deep suntan backs and brassiere-type tops. Sizes 34 to 44.

—Downstairs at Ayres.

AYRES' DOWNSTAIRS STORE