

to Ayres Downstairs Tomorrow for ...

New Summer Dress Fashions IN OUR ANNUAL JUNE SALE!

—Eight Out of Ten Have Jackets! Over Half Are Washable! Lots of White and Pastels! Nearly All Have White Accents! Or a Dash of Color Contrast! All Offer More Quality Than You'd Ever Expect for—

SIZES:

11 to 17 for
Juniors

14 to 20 for
Misses

\$5.00

SIZES:

38 to 44 for
Women

46 to 54 for
Larger Women

Our dress buyer wired us from New York: "Am shipping 500 of the 'hottest' dresses in the market to start off our June Dress Sale! Know where I can buy more just as fine! Won't be home till I DO GET THEM!" . . . And that is a sample of the aggressive spirit which enables Ayres' Downstairs Store to offer values just a little finer . . . fashions just a little smarter . . . than you can buy elsewhere for the same money! June is DRESS MONTH in our big Downstairs Store, and we intend to give our customers good reason for making this June Sale the largest in our history! The sale starts with a BANG — tomorrow morning at 9 o'clock.

MATERIALS:

- Washable Crepes
- Monotone Prints
- Polkadot Ensembles
- Coin Dot Ensembles
- Plain Color Chiffon
- Printed Chiffons
- Printed Sheers

COLORS:

- White
- Pink
- Yellow
- Green
- Nile
- Blue
- Red
- Beige
- Navy
- Black
- Florals
- Geometrics
- Dots
- Stripes
- Contrasts

FASHION HITS:

- Swagger Coats
- Hip Length Coats
- Mess Jackets
- Printed Jackets
- Contrasting Jackets
- Sleeveless Jackets
- Tuxedo Jackets
- Light Wool Jackets
- Organdy Trims
- Perky Bows
- Sleeveless
- Short Sleeves
- Dainty Capes
- Lots of Tucks and Pleats and Frills



Navy blue with medium coin dots; cool, sheer fabric; a swagger coat and organdy bow "makes" the frock!

Sparkling white washable crepe frock with a deep shoulder cape and a printed stripe "bib" vestee.

Pink rough crepe sports frock with short pleated sleeves; sleeveless vest is rough crepe crossbarred with red. Stunning!



A multi-colored stripe jacket and a matching scarf add interest to this pink washable crepe frock.

This sheer frock has a tiny woven check in black and white. The sleeveless swagger coat is white pique; wide collar.

Baby blue washable crepe frock with interesting neckline and yoke. Swagger coat is rough crepe with large woven blue dots.

A brand new type of jacket adds to the charm of this gay flower-garden printed frock; has a crisp organdy jabot.

Washable crinkle crepe in pure white with maroon buttons; the swagger coat is maroon rough crepe with white stripes.

White washable crepe frock with tiny epaulettes; ascot scarf; tuxedo jacket in scarlet with cape sleeves.

Navy blue is still a best-selling color! This frock is a sheer navy with swagger-length coat; organdy bow!

AYRES DOWNSTAIRS STORE