

DON'T Swelter! Do ALL Your Shopping Where You Can Shop In Cool Comfort On Hottest Days ... IN AYRES DOWNSTAIRS STORE!



Our JUNE SALE Features . . .

Women's Summer Frocks IN SIZES 38 TO 50!

Dozens of Styles Designed to Make You Look Slim! Quality Fabrics to Keep You Cool! Values That Will Be Kind to Your Clothing Budget!

\$5.00

Ayres' Downstairs Store has always "specialized" in dresses for the larger figure! We've always been proud of our fine, big assortments and our low prices. But here is a group of brand new Summer 1933 frocks that surpasses our previous efforts. See them tomorrow! You will scarcely believe the June Sale price tickets. You get slenderizing lines—beautiful, cool fabrics, careful workmanship, accurate sizes.

MATERIALS:

- Navy Sheers
- Printed Sheers
- New Bordered Prints
- Rough Crepes
- New Prints

NEW FASHIONS:

- Wide Revers
- Surplice Styles
- Jacket Frocks
- Wide Capes
- Colored Contrasts
- New Trimmings

—Downstairs at Ayres.

Substandards of a Nationally Known

FAMOUS NAME HOSE
FEATURING THE EXCLUSIVE
PERSONAL-FIT-TOPO
2 Pairs **\$1.10**
ONE PAIR, 59c **\$1.10**

Because these hose are not strictly first quality, we can't advertise the maker's name . . . but to see them is to KNOW! No other stocking has this marvelous new top . . . which conforms PERFECTLY to the size and shape of the leg. It stretches easily to a full out-size—it stretches up-and-down as well as across—it stretches only as the leg requires . . . with NO strain or binding on the rest of the hose! Tomorrow at a very special, low price. Sizes 8½ to 10.

- CHIFFON Weight
- MEDIUM SERVICE Weight
- FULL FASHIONED
- SILK From TOP to TOE
- "Famous Name" QUALITY
- Wanted Summer Colors

—Downstairs at Ayres.

Large Figures Look Slender in One of These KABO
Girdle Brassieres
\$3.50

This KABO girdle-brassiere is a really fine garment—but SO inexpensive! You'll be delighted with the way it moulds your figure into smooth flowing lines that makes a low-priced dress fit like a Frenchroom model! Made of novelty cloth with bust sections of Tricot. Odd and even sizes.

If You're Slender Try
"KABO-ETTE" \$2.00

The "KABO-ETTE" is a wispy bit of two-way stretch Lastex that gives "just enough" support to slender figures. Very popular.

—Downstairs at Ayres.



Between You and the Sun—
You'll Need One of These Shadow-Proof

PURE SILK SLIPS

JUNE SALE PRICED:

\$1.69

- Shadow-Proof Panel!
- French Finished Silk Crepe!
- All Are Cut on the Bias!
- Lace Trimmed or Tailored!
- Straight Top or V-Top!

With the coming of the sun and sheer summer frocks you'll need plenty of slips such as these—each with a shadow-proof front panel. They are fashioned of beautiful, firm quality silks that will "come up smiling" after each washing. Many are trimmed with exquisite imported laces at top and hem. AND WHAT A VALUE! We made a fortunate special purchase—and pass the savings along to YOU! Sizes 34 to 44.

—Downstairs at Ayres.

Choose From Full Bolts!

COTTON PIQUE

Fashion's "Best Beloved" Fabric!

Wide Wale
in Colors!

29c

Narrow Wale
in WHITE!

If you are one of the lucky women who sew well, by all means include several garments made of this splendid quality PIQUE! It's Fashion's pet—for dresses, swagger coats, mess jackets, for trimmings, and for skirts and suits. Wide wale pique comes in blue, green, maize, peach, pink, tan or Nile.

Printed Dress Linens, 19c Yard

A fine, all-linen dress goods at less than the price of plain colors! White designs on colors—or colored designs on white.

—Downstairs at Ayres.

Hundreds of Cool, Crisp
Summer Wash Frocks

That "Come Up Smiling" After Each Tubbing!

In Dozens of Gay
Youthful Styles

\$1.00

SIZES:
—14 to 20
—38 to 52

At one dollar, you can choose a cool, airy, summer dress that will take you nearly any place you want to go! Dresses for sports, for business, for shopping and cool afternoons! You can tub them dozens of times—and they'll come out each time as fresh as a daisy! Every dress is exceptionally well made—and the styles are really stunning! Types for every woman.

- PRINTS
- FLORALS
- POLKA DOTS

- BATISTE
- PLAIDS
- PLAIN COLORS

—Downstairs at Ayres.



AYRES DOWNSTAIRS STORE