

# to Ayres Downstairs Tomorrow for ... the Things You Need to Make You C-O-O-L

## IN OUR SPORTS SHOP



**Diagonal  
Pique Frocks**  
**\$2.00**

Here's a golf dress that is a golf dress! Made of fine diagonal pique—in white, sunlight yellow, blue or pink—with tie shoulders and suntan back.

**White Linene  
Swagger Suits**  
**\$2.00**

It seems almost impossible that such a stunning outfit should cost so little! It is smartly styled with skirt and three-quarter swagger coat—of cool cotton linene.

**Seersucker  
Sports Frocks**  
**\$2.00**

Seersucker—the coolest of all cool fabrics is the material in these good looking tailored dresses. Your choice of blue, green, brown, pink or orange. A "hot" value!

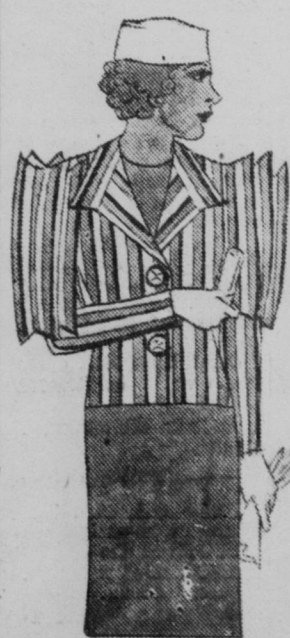


**It Pays to Choose a  
GOOD Bathing Suit**  
**\$2.98**

You'll surely have a prominent place in the sun—if you choose one of these fine suits—entirely backless—with a brief brassiere top which is lined with soft wool jersey. Several good styles and colors; all wool!

**You MUST Have These  
Nautical Beach Pajamas**  
**\$1.00**

"Be nautical or nothing on the beach"—is the cry of these sailor boyish two-piece pajamas! Made of light weight, cool linene—in white with gay red or blue trimming. Other sea-going beach pajamas, equally attractive!



**Blazer Stripe  
Pique Jackets**  
**\$1.98**

Fashion says: "Wear pique jackets for smartness!" Now she adds blazer stripes and novel new sleeve and carriage shoulder treatment. Hip length.

**Pique Swagger**  
**\$1.98**

Smarter than ever are these good quality white pique swagger coats; extra wide shoulders; diagonal pockets.

—Downstairs at Ayres.



**These Big Flops**  
Are Fashion's Hat Successes

Samples of  
High Priced **\$1.69**  
Millinery!

No summer wardrobe is quite complete without one of these big, wide-brimmed flop hats ... and it's seldom that you are able to find one of this remarkable quality, priced so low! Made of fine grade rough straws, in white and pastels. Workroom samples from a famous designer.

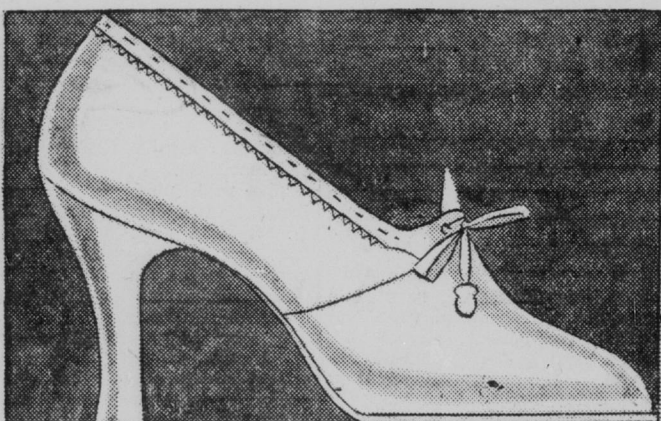
—Downstairs at Ayres

**We Still Have Plenty of  
WHITE Shoes**

Never in our experience has there been such a run on white shoes ... but thanks to our foresight, when prices began to rise, we still have a plentiful supply of whites, in a beautiful range of styles. Pumps, straps, ties, oxfords and sandals. Fine, durable quality. Sizes 3 to 8, AAA to C.

—Downstairs at Ayres

**\$2.95**  
**PAIR**



In Our ...

## "JUNIOR MISS" SHOP



**You Can Choose a Whole Wardrobe of  
Vacation Dresses**

In This Brilliant Assortment!

- Silk Shantung
- Washable Crepe
- Printed Crepes
- Organdy Prints
- Pure Linen

**\$3**

- Checked Gingham
- Plaid Gingham
- Printed Shirting
- Eyelet Batiste
- Printed Voile

How many different kinds of dresses will you need for your vacation? For travel? For golf? For tennis? For dancing? For camping? For just being lazy? Count 'em up—then come to Ayres Downstairs Junior Shop—and buy them ALL at this one low price! Think of the extra things you can have, with the money you'll SAVE! Sizes 11 to 17.

—Downstairs at Ayres

## Vacation Needs for Boys and Girls

**BOYS' COOL  
Sports Shirts**

**49c Each**

- "Mickey Mouse" Shirts
- Knitted Polo Shirts
- Knitted V-Neck Shirts
- Broadcloth Sport Shirts

Nearly any type of sports shirt your boy likes is here in this fine assortment—all at this one low price! The broadcloth shirts are especially fine values! Sizes 6 to 14.

**Boys' Stripe Slacks** ... \$1

Fully pre-shrunk cotton slacks with either wide or narrow woven stripes; wide bottoms; wide waistband; sizes 6 to 20.

**White Duck Pants** ... 89c

Boys need several pairs of these spotless white duck pants; fully pre-shrunk. Sizes 8 to 20.

**Linen Knickers** ... 89c

Boys' pure linen golf knickers with either buckle or knit grip bottoms; plain or fancy; sizes 6 to 15.

**Sailor Suits** ... 89c

Cool, dressy and clean looking are these sleeveless sailor suits; sizes 4 to 10.

**Seersucker Suits** ... \$1.19

Small boys will go wild about these ensembles. Consists of seersucker pants and coat and broadcloth button-on blouse; sizes 4 to 10.

—Downstairs at Ayres.



**"CINDERELLA"  
Wash Dresses**

Sizes 2 to 6—7 to 10—10 to 16

- Printed Organdy
- Printed Voile
- Cool Dimity
- Breezy Lawns
- Fine Prints

**\$1.00**

If your kiddies SEE these dresses, you'll just about HAVE TO BUY THEM to keep peace in the family! That's how good looking they are! We believe it is the grown-up look that makes them so irresistible. But when MOTHERS see the fabrics and workmanship, they are usually as susceptible as the children. These are our very finest quality "Cinderella" frocks—really worth more than \$1!

Other "Cinderella" Wash Frocks, 59c

—Downstairs at Ayres.

# AYRES ★ DOWNSTAIRS ★ STORE