

AYRES' DOWNSTAIRS STORE

Try This Friday Special
In Ayres' Cool
Downstairs
Lunchroom

Baked White Fish, *Maître d'Hotel*
Crisp Potato Chips
Sliced Tomatoes
Hot Tea Biscuits
Orangeade
**It Is
Only 35c**
NOTE: A Special Group of Tables
Is Reserved for Men!
—AYRES' Downstairs Store.

Girls' Sweaters Each, \$1
Wool or wool-and-rayon slippers in plain
colors and fancy patterns.

Girls' Costume Slips 59c
Rayon-and-cotton crepe slips with hem-
stitching; bodice top. Sizes 11 to 15.

Infants' Sweater Sets \$1
Knitted wool sweater and beret in pink,
blue, or white; 1 to 3.

Infants' Dresses 59c
Hand finished nainsook dresses in cello-
phane wrapping. 6 months to 2 years.

Infants' Binders Each, 25c
Part wool binders; tie style.

Infants' Undershirts 25c
Double-breasted, tie style shirts; sizes
1 to 6.

Women's New Girdles 89c
Side fastening, 10-inch girdle, lightly
boned. Also 12-inch rayon covered rubber
girdle; four supporters.

FRIDAY BARGAINS

**Friday Sale of
New Fall Hats**
—Turbans
—Tiny Brims
—Cuff Brims
—Cloches
\$1.00



This season the small hat will be a BIG FASHION... close-fitting turbans, hats with tiny brims... and with trimmings placed well forward. And that's just the type of hats you'll find at this remarkable price tomorrow! In felts, velvets, wool crepes and novelties. Black, browns, burgundy, green.

—AYRES' Downstairs Store.

In Our ECONOMY Hosiery Shop
Full Fashioned Hose
Service Chiffon Weight
39c Pair

Have YOU tried our new "Economy Hosiery Shop"? If not, you'll be amazed at the wonderful "buys." Here's one of our "headliners"—**FULL FASHIONED** stockings of **PURE SILK TO THE TOPS**. In a durable service-chiffon weight that will wear and wear! Substandards. Sizes 8½ to 10½.

Substandards of **REAL SILK** Hose, 50c Pair
—AYRES' Downstairs Store.

**Children's New
Cinderella Frocks
and Boys' Wash Suits**
Sizes 2 to 6
59c Each



Our new fall **Cinderella Frocks** and **wash suits** have just arrived and are offered for Friday at only 59c! In some of the most adorable styles we've seen—novelty prints and broadcloths—embroidered, smocked, or appliqued. Fast colors. Some dresses have panties to match.

Sizes for Girls (7-14) Also, 59c
—AYRES' Downstairs Store.

**Friday Sale of Women's
Costume Slips**
29c Each

More of those fine slips have arrived in time to be offered for Friday at this special low price! There are five or more styles to choose from—in fine broadcloth or muslin; bodice top or belt; hip shoulders—narrow or 5-inch hem—plain tailored or trimmed—some bias-cut. In pink or white. Sizes 34 to 52.

Women's Rayon Undies, 3 for \$1
Tailored chemise and stepins in durable, attractive
rayon "dimple cloth." Also panties in rayon mesh cloth.
Regular sizes. —AYRES' Downstairs Store.



**Remnants of Printed
"Fruit-of-Loom"
Percales**
10c Yard

Genuine "Fruit-of-the-Loom" printed percales in lengths from 1 to 8 yards. Small, medium and large prints, plaid, and pajama patterns.

Other Remnants, 5c Yd.
A big group of wash fabrics and curtain goods in usable lengths.

—AYRES' Downstairs Store.

Outsize Stepins 50c
Rayon "dimple cloth" stepins with yoke front, elastic back, mesh inserts; sizes 44 to 50.

Rayon Combinations 50c
Misses' rayon combination suits with swami top, bloomer knee; sizes 30 to 36.

Pongee Pajamas \$1
One-piece pongee pajamas with printed
applique trimming. V-neck. Sizes 16 and 17.

Hand-Made Gowns 50c
Women's Porto Rican hand-made gowns
of soft batiste; appliqued.

Sheer Wash Fabrics, 10-15c
Voiles, batistes, dimities, flockdots,
meshes, eyelet-embroidered organdy, etc.
Bargain prices!

Pillow Tubing 1 Yard, 16c
Extra good quality pillow tubing in 36, 40
and 42-inch widths.



**These Glorious New
Fall Fashions**

Look Like "More Money" Than

Sizes for Women
Misses and
Juniors

\$5.95



Never before have we been able to offer
so MUCH for so LITTLE in our dress department! Quality of fabrics is higher than
ever! Workmanship is more careful and
exacting—making the dresses fit more perfectly! And the FASHIONS... the gloriously lovely, feminine fashions! Wear them
and you'll feel more dignified and "dressed up" than you ever did before! In new
rough Cantons, crinkle crepes and wool-like
silks.

—AYRES' Downstairs Store.

Women! Misses! Juniors!
Choose These New Swagger
Foursome Suits
At An Extra Low Price

The "Foursome" is a
four-piece ensemble,
consisting of wool tweed
skirt, swagger coat and
hat—and a wool sweat-
er blouse. It is a practical
four-season outfit, for
sports, business,
travel or school. These
are extra-well made of
better materials.

\$8.95

—AYRES' Downstairs Store.

Boys' Back-to-School Sale!
Drastic Reductions for Friday Only!

Boys' Shirts

Guaranteed Fast Colors

2 for 88c

This is probably the lowest price you'll
find for sturdy, good looking shirts of this
QUALITY—and this for one day only!
Stock up for school days! In plain colors
and attractive fancy patterns. Unusually
well made. Sizes 8 to 14.

Boys' All-Wool Sweaters

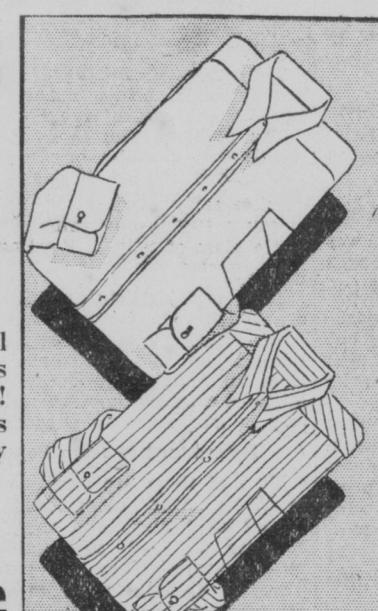
An all-wool slipover sweater is an
important part of your boys' school outfit.
Plain colors or fancy; sizes 28 to 36.

88c

Boys' Part-Wool Knickers

Durable, part-wool knickers
with knitted or elastic bottoms; sizes 6 to 16.

88c



Shirts and Shorts, 4 for

Fast colored, full cut shorts; sizes 24-30. Cotton knit shirts; sizes 24 to 34.

88c

—AYRES' Downstairs Store.

Just Arrived for Friday!
A New Shipment of
300 Linene Wash Frocks
29c



These dresses are NOT reduced—they're brand
NEW! Yet Friday you can buy them for only 29c.
There are six clever styles to choose from—in na-
tural color linene (cotton)—trimmed with contrasting
fast colored prints, polka-dots, etc. All are
sleeveless styles, suitable to wear all through
September. Sizes 14 to 20 and 34 to 40.

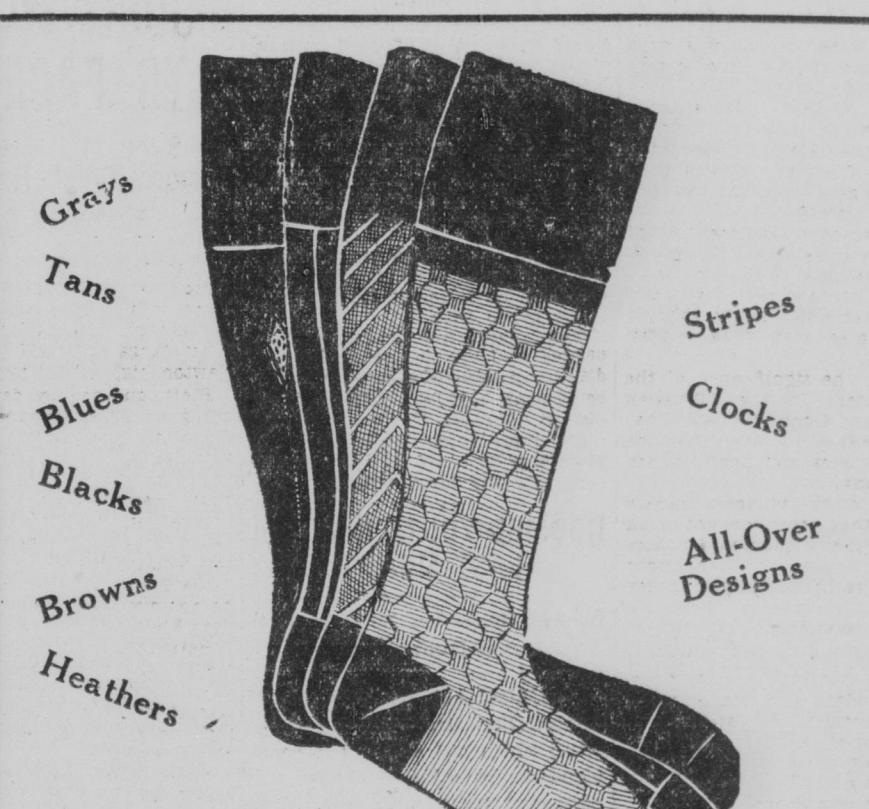
—AYRES' Downstairs Store.

CLEARANCE!
Of All Our Better Quality, Sheer
Summer Wash Frocks
Drastically Reduced to—

Every one of these adorable summer frocks were
taken from regular higher priced stocks and reduced
for immediate clearance! Included are a number of
nationally advertised frocks! In voiles, dimities,
flockdots, linene (cotton), batistes, and a few printed
percales. Sizes 14 to 20 and 34 to 46.

—AYRES' Downstairs Store.

79c



**REAL SILK
Socks for Men**

(Substandards)

4 Pairs \$1

Lay in your winter's supply of socks NOW! This sale will last
only until present stocks are exhausted (just a few more days!).
But for tomorrow there is a full assortment—more than a dozen
patterns. This is a real super-service sock—with reinforced heel
and toe, double sole, and shaped garter top.

**Friday Sale of Men's
Shirts and Pajamas**

Usually Higher
Priced!

55c

Plain Colors or
Fancy Patterns!

Broadcloth or Percale Pajamas

Two-piece pajamas with either coat
or slipover blouse. In plain white, blue,
tan or green. Fancy broadcloth and
percale prints. Sizes A to D. Full cut.

Athletic Shirts

Perfect fitting, fine
ribbed cotton knitted 3 for 50c
shirts; sizes 34 to 46.
Substandards.

Athletic Shorts

Men's fast colored,
full cut shorts; well
made; in sizes 28 to
42. Extra value!

—AYRES' Downstairs Store.

12c

Curtain and Drapery Fabrics

Novelty curtain marquises in a variety of dot
and figure patterns—in wanted colors. Also won-
derful assortment of 36-inch crottonnes; full bolts
and short lengths; some seconds in the lot. Some
is sunfast.

—AYRES' Downstairs Store.