

L. S. AYRES & CO.

Last **2** Days!

MAY FABRIC

Sale-

Flat Crepe Printed Crepe
Printed Chiffons **YARD 49c**

"Truhu" Crepe de Chine
Printed Crepes **YARD 88c**

Checked and Striped Broadcloth
Printed Crepes
Printed Sheers **YARD \$1.08**

"Truhu" Printed Crepes and Others
"Truhu"
Flat Crepe **YARD \$1.44**

Plaid and Checked Taffeta
Jean Robert
Prints **YARD \$1.88**

—AYRES—DAYLIGHT SILK DEPARTMENT, SECOND FLOOR.

Fast Color Percales
Sorted Cottons **YARD 11c**

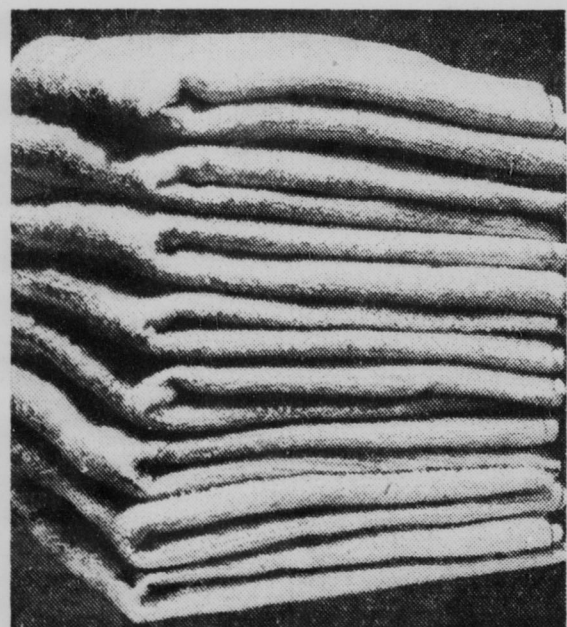
Seed Voiles
Snowflake Voiles
Fast Color Prints **YARD 22c**

Rayon Crepe
Plain Colored Linen **YARD 44c**

Sport Seersucker
Everwhite Novelties **YARD 55c**

—AYRES—WASH GOODS, SECOND FLOOR.

The May White Sale
CONTINUES



The Almighty Dollar Buys
8 Husky Towels!

You bought us out and we wired for more!
While they last you may have then this price.
Heavy double terry thread turkish towels with
pastel borders. Size 20x40 inches.

—AYRES—LINEN SHOP, SECOND FLOOR.

From the White Sale...

"Consul Sheets" 66c

Sizes 72x99 81x99

Cases 42x38½ .. 17c

—AYRES—BEDDING, SECOND FLOOR.

to Ayres Downstairs Tomorrow for ... CLEARANCE of Dresses, Coats



Price reductions in this clearance are so drastic, so loaded with value to you that we depart from our policy of "no comparative prices" to tell the story! Smart, seasonable fashions are sharply reduced to insure IMMEDIATE clearance to make room for constantly arriving summer styles.

200 Spring Dresses Reduced, \$3

These were formerly priced at \$3.95, \$5.95 and \$7.95! Rough Crepes, prints, etc., in styles to wear NOW!

30 Knitted Suits	Were \$5.95	NOW \$2.00
30 Knitted Suits	Were \$7.95	NOW \$3.00
10 Knitted Suits	Were \$10.00	NOW \$4.00
50 Knitted Dresses	Were \$3.95	NOW \$1.59

—COATS REDUCED—

30 Fur-Trimmed Coats	Were \$6.95	NOW \$5.95
26 Spring Coats	Were \$10.00	NOW \$6.95
12 Spring Suits	Were \$10.00	NOW \$3.00
6 Sports Jackets	Were \$5.95	NOW \$2.00

—BARGAINS IN OUR JUNIOR-MISS SHOP—

46 Fur-Trimmed Coats, Were \$10.00, NOW \$6.95	22 Spring Suits . . Were \$5.95 . . NOW \$3.00
6 Better Coats . . Were \$16.75 . . NOW \$10.00	13 Spring Suits . . Were \$3.95 . . NOW \$2.00

—Downstairs at Ayres.

Friday! 1,200 Pairs of New REAL SILK SOCKS for MEN

(Substandards)

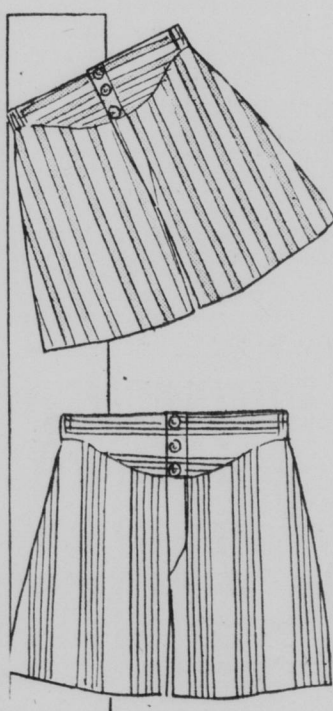
3 Pairs \$1.00

It has been many months since we have been able to secure an adequate supply of these marvelous REAL SILK substandards! But NOW all our customers who have been asking for them, will find COMPLETE ASSORTMENTS of brand NEW fancy patterns and a good range of plain colors. This is the super-service sock, with lisle hemmed top, double heel, sole and toe. Sizes 9½ to 13.

—Downstairs at Ayres.



Men's Better, Athletic SHIRTS and SHORTS



Full cut, fast colored fancy shorts of the sort that give long wear and COMFORT! Made with extra full banjo seat and elastic side adjustments. Sizes 28 to 44.

25c EACH

These athletic shirts are knitted of fine, soft, cotton yarns—fine rib or Swiss rib. Tubular-fashioned to assure perfect fit. Sizes 34 to 44. Some substandards.

—Downstairs at Ayres.

Seersucker Suits \$4.95

Nothing is so cool and utterly satisfactory as one of these seersucker suits for summer. In sizes, 35 to 44.

Seersucker Pants \$1.00

Extra full cut pants. Also white duck and pin-check pants. A real "buy!" Pre-shrunk. Sizes 30 to 42.

Men's Oxfords and Police Shoes \$2.00 PAIR

These are sturdy, well built shoes with genuine Goodyear welt soles and sturdy calf uppers. Choice of oxfords or heavy police shoes. Black only. Sizes 6 to 11.

—Downstairs at Ayres.

Boys' Basque Shirts

These cotton knitted, light weight Basque sweater shirts are the most popular garment on the market for boys' summer wear! With crew neck, exactly as pictured. Sizes 26 to 36.

49c

Broadcloth Shirts, 49c

These are the new POLO shirts with short sleeves and polo collar: plain or fancy; fast colors. Sizes 6 to 14.

White Long Pants, 69c

Boy's "skipper" white pants—indispensable for summer and vacation wear; fine white twill; elastic waistband. Sizes 6 to 20.

Boys' Whoopee Pants, 69c

Sturdy striped fabric pants with wide elastic waist band and belt loops. Fast color; sizes 6 to 18.

Boys' Long Slacks, \$1

Choice of seersucker, cottonade, or covert cloth. Regular college style; sizes 8 to 20.

—Downstairs at Ayres.



Women's Muslin Slips

These are just the thing to wear with house dresses—right in length and weight! Built up shoulders or bodice top; sizes 36 to 44. Also bodice top slips, sizes 46 to 52.

25c

Rayon Panties or Stepins

Smart looking shadow stripe mesh is the material in these undies! Either stepins or panties, made with set-in gusset; band or flared knee; rayon trimmed.

25c

Gowns or Combinations

Dimple weave rayon garments of soft beautiful quality! Combinations with brassiere top and flare or band knee; 34 to 40. Gowns with pretty applique trimming; sizes 15 to 17.

50c

—Downstairs at Ayres.

These Important MAY SALES WILL SAVE YOU MONEY!

Women's Wash Frocks 2 for \$1.10

Fine quality sheers and summery prints—in styles for misses, women and larger women. These are exceptionally fine frocks—suitable for home, porch, or street wear. Sleeveless types with strap or the shoulder, ruffled shoulders, vestee effects, etc.

—Downstairs at Ayres.

Children's Wash Toggs

47c Each

For girls: Wash frocks, play suits, pajamas! For boys: Wash suits! For little girls: Wash frocks, play suits, sun suits! For infants: Creepers and baby suits. All of these garments are made of very fine quality summer fabrics. Beautiful styles.

—Downstairs at Ayres.

New WHITE Shoes

\$2.95 Pair

Leather prices are UP... but our shoe prices are DOWN in this very special selling of brand NEW white footwear! Choice of oxfords, pumps, straps, or ties. Kid or elk. All-white, brown-and-white or black-and-white. Sizes 3½ to 9—AAA to C.

—Downstairs at Ayres.

New Panama★ Hats

For Women **\$1.47 ★ Simulated**

These are exceptionally fine quality papier panamas in a splendid variety of brim styles—with brims from 1½ to 3 inches wide. Crowns are creased in many smart ways. Trimmed with patent leather, plique, or grosgrain ribbon. Head sizes 22 to 23.

—Downstairs at Ayres.

American Oriental Rugs

Beautiful rugs in copies of Persian designs and colorings. Many with the new slip-proof "Lay-Flex" back. Slightly imperfect.

—Downstairs at Ayres.

DOWNSTAIRS at AYRES