

# to Ayres Downstairs for good Old-Fashioned FRIDAY BARGAIN SALES



*Your Mid-Summer Wardrobe  
Isn't Complete Without These  
Important Fashions in*

## SUMMER DRESSES

**\$3.00**

- Sunback Styles
- Polka Dots
- Jacket Dresses
- Candy Stripes
- Prints
- Sheers
- Pastels
- Crepes
- Whites
- Bembergs

*Women's, Misses' and Junior Sizes*

Our Buyer finds that prices on ready-to-wear are going up. Piece goods manufacturers are not making any more summer materials; garment makers ask us more for each group of dresses we buy. Therefore it will be almost impossible for our buyer to duplicate \$3 Dresses like these, in quality, fashion and workmanship.

Beautiful new fashions, for street wear, sports wear, afternoon wear. Just count the fashion points and materials listed above and you'll come a runnin' for the "hottest" summer fashions under a summer sun.

—DOWNSTAIRS AT AYRES.

## Friday Bargain Sales for Children!

For Children

Your Choice for—

**29c**

Wash Dresses  
Boys' Wash Suits  
Walking Dresses  
Play Pajamas  
Knit Sun Suits  
Sun Suits

All fast colors, in prints and broadcloths. Reduced for the July Sales. Broken sizes.

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For Boys

Boys' Khaki  
Sports Shirts

**10c**

All Small Sizes.

Boys' Covert and  
Khaki Knickers

**25c Each**

All Small Sizes.

10c Rummage Table  
of Odds and Ends of  
Boys' Furnishings

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For Girls

Wash Blouses, 19c

Prints and sheers. Fast colors.  
Broken sizes.

Alice in Wonderland  
Aprons, 25c

Dimity . . . all white. Sizes 2 to 12.

Bathing Suits, 78c

All wool, sunback, one piece bathing suits. Broken sizes in dark shades.

Wash Dresses, 47c

Prints and sheers in sizes 7 to 14.  
Fast colors. Some sleeveless, belt and tie styles.

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## Extraordinary Sale! Wash Dresses

Good news ladies—1,500 of the best looking wash dresses you've ever laid your eyes on, in an extraordinary July Sale. All reduced from higher priced wash dresses and marked to go at this remarkable low price, just 88c. Plenty of white Piques in sizes 14 to 20. Sheers, prints and stripes, cape sleeves, puff sleeves, short sleeves and sleeveless styles.

**88c**

—DOWNSTAIRS AT AYRES.

Substandards of  
**REAL SILK HOSE**  
2 Pairs for 80c

Exquisitely sheer Real Silk Hose are thoroughly protected at every danger point by 10 valiant guardsmen on duty day or night.

1. 100% Silk!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof In-step Point!
5. Triple Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Soft!
8. Grommet-Sealed Silk Yarns!
9. Two-Way Run Stop!
10. Positive Heel Guard!

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## Wash Goods

5,000 Yards  
of Summer  
Wash Goods  
Reduced to

**10c**  
Yd.  
PRINTS

Flock Dot Voiles  
Evarlins  
Batiste  
Voiles  
Broadcloth  
Percale  
Dimity  
Pique Voile  
Pique  
Linene  
Dress Linen  
Poplin

## PLAIN

Gingham  
Pique  
Seersucker  
Underwear Crepe  
Broadcloth  
Organdy

And  
Broadcloth Shirting  
White Broadcloth

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Friday Bargain Day Brings You These Fashions in  
**Summer Hats**

**At 49c**

Friday Bargain Day brings women a popular price on these summer hat fashions. It's your opportunity to save money before the prices rise, and you are aware of the fact that prices are on the Up! Up! Up!

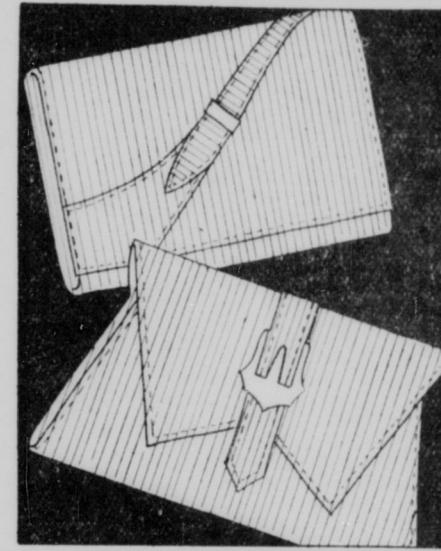
—DOWNSTAIRS AT AYRES.



New Arrivals in Your Favorite

## White Bags

**50c**



Straight from the maker of very fine handbags come these gorgeous new ones—in the fashion of the hour WHITE—Bought before the price had increased. In simulated leathers, including plenty of pig grain and white pique effects.

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Just 150 Women Will Get a Bargain  
Tomorrow on These Discontinued Styles of

**American Girl**  
SILHOU-WELT SHOES

**\$2.95**

Your Choice If You Wear a Shoe in This Size Range

SIZES	3	3 1/2	4	4 1/2	5	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10
AAAA															1
AA															
AA															
A															
B	1	5	7	6	14	3									
C	2	3	3	3	3	1	1	3	2						1
D															
E															

—DOWNSTAIRS AT AYRES.

EVERYTHING A MAN NEEDS . . . IN  
**The One-Stop Men's Shop**  
AYRES DOWNSTAIRS STORE



Hot Weather Comfort at  
Friday Bargain Prices!

**Men's Seersucker  
Trousers . . . 89c**

Pre-shrunk seersucker that'll take plenty of punishment in the tub. The most popular summer trouser for men.

These Men's Wearables—Bargain Priced Too!

**Fine Knit Shirts . . . 29c**  
Perfect fitting in sizes from 34 to 44. Best quality.

**Fast Color Shorts . . . 29c**  
Sizes 28 to 42.

**Blue Chambray Work  
Shirts . . . 39c**  
Well made work shirts in sizes from 14 1/2 to 17.

**Golf Clubs . . . 25c Each**  
**Golf Bags . . . 25c Each**  
**Toyo Imitation Panama  
Hats . . . 25c**  
**Gauntlet Style Elastic  
Back Gloves . . .**  
**1/2 Price at 12 1/2c Pair**

—DOWNSTAIRS AT AYRES.

**AYRES ★ DOWNSTAIRS ★ STORE**