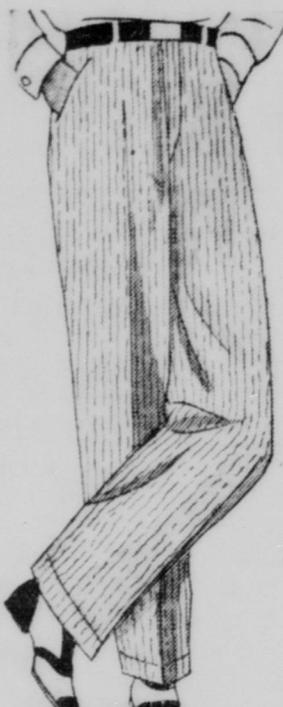


to Ayres Downstairs Tomorrow for ...

# FRIDAY SAVING SALES



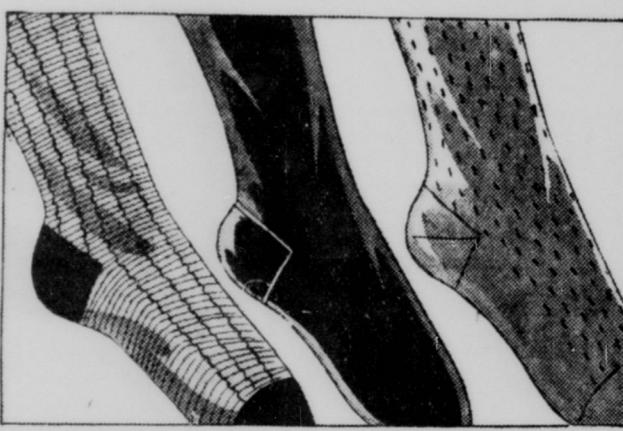
MEN'S  
Seersucker  
Trousers  
**88c**

Fully pre-shrunk seersucker pants—of good, serviceable quality—at an end-of-summer price! You'll need them for at least another month!

Striped Slacks  
**\$1.00**

Fully pre-shrunk cotton slacks in light colors with printed stripes. Extra full cut; side buckle adjustments.

—Downstairs At Ayres.



SUBSTANDARDS OF

**REAL SILK**  
Socks for Men  
**3 Pairs \$1.00**

Hundreds of pairs of our famous Super-Service "Real Silk" socks have just arrived! A fine assortment of brand new patterns and colorings to choose from. This is the sock with that comfortable hemmed top—and double heel, sole and toe! Sizes 9 1/2 to 12.

—Downstairs At Ayres.

**Wash Goods  
REMNANTS  
10c  
Yard**

- Printed Voile
- Printed Organdy
- Printed Batiste
- Printed Linene
- Printed Percale
- Printed Broadcloth
- Plain Broadcloth
- Flock-Dot Voiles

—Downstairs At Ayres.

**Higher Priced  
Summer Wash Goods  
Reduced: 19c  
Yard**

- Plain Pique
- Plain Matelasse
- Plain Broadcloth
- Plain Rayons
- White Pique
- Printed Pique
- Lattice Pique
- Printed Batiste
- Printed Muslin
- Printed Voiles

—Downstairs At Ayres.

**Curtain Goods Remnants  
10c  
Yard**

All our curtain goods remnants are radically reduced! Included are: Nets, Bostonets, shadow nets, figured or plain marquisettes.

—Downstairs At Ayres.

Our Great SALE Goes On!  
**Cool New Frocks**

**2 for \$5** (1 DRESS  
**\$2.69**)

Is your summer wardrobe beginning to look frayed and "run down at the heel?" Ayres Downstairs Store has the answer to your problem! Just choose a couple of these crisp, fresh NEW summer dresses (at about half of the early season price) and you'll be ready to "carry on" through the hot weather of August and September! Best selling fashions! Ayres quality! In sizes for misses, women and juniors.

- ✓ Whites
- ✓ Sheers
- ✓ Jacket Dresses
- ✓ Crepes
- ✓ Cape Styles
- ✓ Bembergs
- ✓ Sunbacks
- ✓ Dots
- ✓ Short Sleeves
- ✓ Candy Stripes
- ✓ Puff Sleeves
- ✓ Florals

—Downstairs At Ayres.



**SAVE While the  
Saving Is Good!**

Substandards of

**REAL SILK**  
DeLuxe Hosiery

**59c (2 Pairs  
\$1.10)**

If you are a "Real Silk" user of long standing, you'll easily remember when "Real Silk" substandards were the finest "buy" in town at ONE DOLLAR! That price MAY return! Already one price raise is in effect . . . and we are expecting another in a short time! Be safe! Buy a dozen pairs NOW! In a fine assortment of NEW fall colors. —Downstairs At Ayres.

**Patty-Prim  
COATS**

For Girls

**\$9.98**



"Patty Prim" is back again—with a marvelous selection of brand NEW coats, to keep school girls warm this winter! They are all-wool "Tally-Ho" cloth coats—double breasted—with saddle shoulders—welted seams! In tan, blue, green, or wine. Sizes 7 to 16.

**"Cinderella"  
DRESSES**

**\$1.15**



Brand NEW "Cinderella" frocks for FALL . . . in amazingly clever new styles. Floral prints, dots, plaid, and geometric designs. Fast colors. Sizes 7 to 10—7 1/2 to 14 1/2—10 to 16.

—Downstairs At Ayres.

Tomorrow! More Values in Our  
**August Rug Sale**

You are LUCKY to be able to buy such wonderful rug bargains as these . . . IN THE FACE OF SOARING PRICES! Here's why we are able to offer them: We discovered that a local rug distributor had a large supply of first quality rugs IN DISCONTINUED PATTERNS. We examined the patterns and found them VERY DESIRABLE—and in such fine makes as "Alexander Smith" and "Mohawk!" We bought the entire stock—and offer it tomorrow at prices almost as low as we ourselves would have to pay in today's market! Remember: Every rug is of Ayres Standard QUALITY!

**9x12 Seamless  
American Orientals**

Discontinued patterns of  
beautiful first quality rugs  
—in gorgeous oriental designs and colorings. Red, rose, blue, green or taupe. Fringed ends. Also odd sizes at equally low prices. You save about half!

**9x12 Seamless  
American Orientals**

Just 6 first quality rugs in discontinued patterns. All are lovely highlighted Axminsters and velvets in copies of oriental designs and colorings. In red, rose, blue or taupe. An outstanding value at this August price!

**Axminster  
Throw Rugs**

**\$1.98**

Only about 25 of these rugs—in 27x48 and 27x54-inch sizes. First quality rugs in new patterns and rich colors. You save from 35% to 50%!

**American Orientals  
and Wilton Rugs**

Extra fine, heavy quality rugs in this group—all in 1933 patterns and colorings—at a saving of about one-third. Both Alexander Smith and Mohawk makes. Fringed ends. Also 8x3-10x6 sizes. Just 15 rugs in this group.

**Alexander Smith's  
Axminster Rugs**

These are genuine, seamless Alexander Smith rugs—fine heavy Axminsters that will be MUCH HIGHER after this sale! Just 12 rugs—in a fine assortment of wanted patterns and colorings. These are 9x12 size.

**Better Axminster  
Throw Rugs**

**\$3.95—\$4.95**

This is a special closeout price on these fine rugs. Extra large—36x63 inches, and seamless. In gorgeous patterns and colorings.

—Downstairs At Ayres.

**SPORTSWEAR  
Greatly REDUCED!**

(45) Silk Crepe Frocks; whites, pastels	\$2.00
(112) Sports Frocks—Gingham, pique, etc.	\$1.59
(55) White Pique Jackets	59c
(40) White Pique Sports Skirts	59c
(25) Skirts—silk jumpers, wool tuckins	1.59
(48) All wool skirts, also a few silk skirts	\$1.00
(65) All Wool Slipovers	59c
(300) Misses' Sports Frocks—Plaid and check gingham	59c

—Downstairs At Ayres.

**Hand-Embroidered  
Batiste Gowns**

**59c**

Genuine Porto Rican hand-embroidered and appliqued night gowns—beautifully hand-made—trimmed in contrasting colors. Also plain batiste gowns with lace edging at neckline.

**Cotton Crepe  
Gowns, 69c**

Cold cotton crepe gowns in plain colors—trimmed with contrasting colored prints.

**Muslin Slips, 39c**

Regulation house-dress length muslin slips—bodice top or built up shoulders. Sizes 36 to 44.



# AYRES ★ DOWNSTAIRS ★ STORE