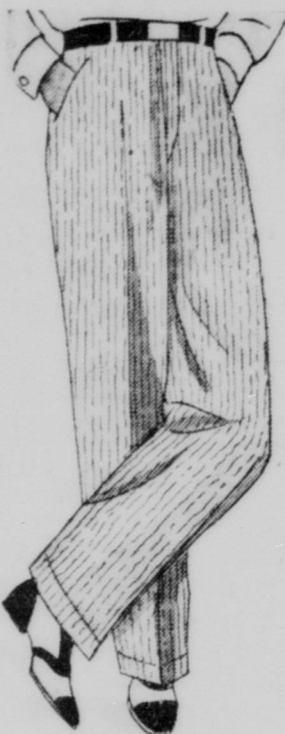


to Ayres Downstairs Tomorrow for ...

FRIDAY SAVING SALES

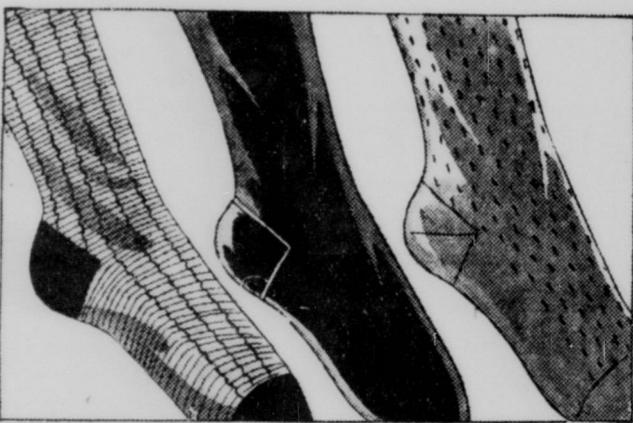


MEN'S
Seersucker
Trousers
88c

Fully pre-shrunk seer-sucker 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 9½ to 12.
—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
- ✓ Jacket Dresses
- ✓ Cape Styles
- ✓ Sunbacks
- ✓ Short Sleeves
- ✓ Puff Sleeves
- ✓ Sheers
- ✓ Crepes
- ✓ Bembergs
- ✓ Dots
- ✓ Candy Stripes
- ✓ 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, plaids, and geometric designs. Fast colors. Sizes 7 to 10—7½ to 14½—10 to 16.
—Downstairs At Ayres.



Wash Goods
REMNANTS

10c Yard

- Printed Voile
- Printed Organdy
- Printed Batiste
- Broadcloth Shirting
- Printed Linene
- Plain Broadcloth
- Printed Percal
- Flock-Dot Voiles

—Downstairs At Ayres.

Higher Priced
Summer Wash Goods

Reduced: **19c** Yard

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

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
\$33.75

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
\$19.95

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 27x34-inch sizes. First quality rugs in new patterns and rich colors. You save from 35% to 50%!

American Orientals
and Wilton Rugs
\$39.50

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 8.5x-10.6 sizes. Just 15 rugs in this group.

Alexander Smith's
Axminster Rugs
\$29.50

These are genuine, seamless Alexander Smith Sons 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.

\$1 DOWN
Delivers Any
Room Size
Rug!

SPORTSWEAR
Greatly REDUCED!

- (45) Silk Crepe Frocks: whites, pastels \$2.00
- (112) Sports Frocks—Ginghams, piques, 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 Slipover Sweaters 59c
- (300) Misses' Sports Frocks—Plaid and check ginghams 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

Cool 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.
—Downstairs At Ayres.



AYRES ★ DOWNSTAIRS ★ STORE