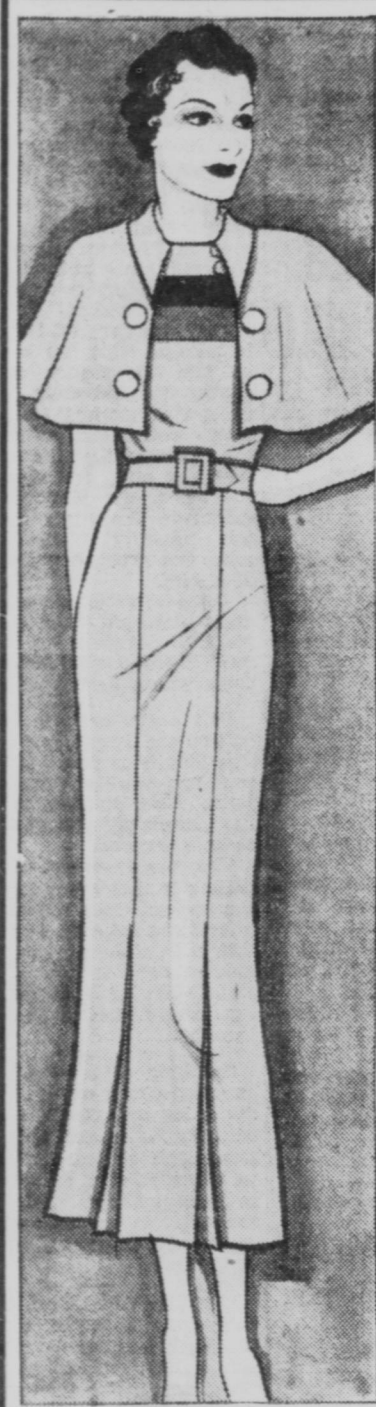


HOT VALUES Tomorrow! DOWNS JULY SALES AND



Dresses, Suits, Coats
Greatly Reduced

100 Summer Frocks

Reduced 50%—to **\$2.95**

A saving of 50% on cool vacation dresses. Prints, pastels, washable crepes in pastels and white. Combinations and jacket dresses suitable for wear now and on your vacation. Bright and dark colors for dress or street wear. Sizes for women, misses and juniors.

Cool Cotton Frocks
2 for **\$5.00**
15% Off

Save on your vacation cottons. Cool, washable and tubbable. Piques, seersuckers, ginghams and sheers in sports, dress or business types. Bright bold colors or conservative patterns.

Better Vacation Frocks
Reduced to **\$3.95**

Our better quality summer vacation frocks now greatly reduced for this special July event. Prints, cottons, jacket frocks, washables and many other vacation stunners. Sizes for women, misses and juniors.

Linen Suits, Pique
Coats—Spring Coats
All Greatly Reduced
\$1.00 to \$5.00

—Downstairs at Ayres.



CLEARANCE!

Just 340 Higher Priced

WHITE Hats

Reduced to— **69¢** Each

- Simulated Panamas
- Rough Straw Cartwheels

Now's the time for all you thrifty souls to buy your summer hat to wear on that trip you've planned. The Fair or vacation at the lakes. Better quality... higher priced Summer hat fashions reduced to a fraction of their former price.

—Downstairs at Ayres.

CLEARANCE!

Girls' and Children's
"Cinderella"

Wash Dresses

7 to 14
2 to 6 **74¢** Each

These children's wash frocks at this clearance are a remarkable "buy." All fast colors. Beautiful, cool, summer styles in sports or dressy models. Sheers, prints and combinations with dainty trims.

Infants' Nainsook Dresses 29¢
Daintily trimmed with hand embroidery or smocking. Well made. Sheer and cool and beautifully finished.

Infants' Sun Suits 25¢
Cute little, cool little sun suits made of nursery prints in gay, bright colors. Sizes 1 to 3 only. Greatly reduced.

Infants' Bathing Suits 59¢
1-piece infants' bathing suits in plain colors, white, blue, red and orange colors and combinations. Sizes 2 to 6 only.

Boys' Wash Suits 88¢
Better quality broadcloth or pique wash suits with same or sheer contrasting tops. Sleeveless or sleeve styles. Sizes 2 to 6.

—Downstairs at Ayres.

Very Special SALE!

Boys' Striped Cotton

Wash Slacks

Very High **\$1.00** Pre-shrunk
Grade

Boys' good looking cotton striped wash trousers in brown or black stripes. Made of Pepperell fabric, one of the best fabrics you can buy. Wide bottoms and cuffs. Full cut, with slash pockets. Sizes from 10 to 18.

Covert Play Suits 64¢
Boys' short sleeve play suits of long wearing, easy to wash covert cloth. Blue and tan colors. Sizes 5 to 10.

Boys' Seersucker Overalls 74¢
Boys' play overalls of cool seersucker that's easy to wash and takes hardly any ironing. 2 large pockets in front. 2 hip pockets. Blue and tan stripe. Sizes 4 to 9.

—Downstairs at Ayres.

Towel Bargains

Choose from Huck towels, Kitchen towels and Turkish towels. Mill ends, seconds, odd-sizes, etc. Greatly reduced for clearance. **8¢**

Japanese Lunch Cloths

Size 52x52. Made of Japanese cotton crepe and stenciled with beautiful designs. All fast colors. Buy for gifts and home. **35¢**

"Hope" Muslin... 8 Yards for **\$1.00**
"Hope" Muslin of fine quality. Limit of 8 yards to a customer while the quantity lasts. All perfect quality.

—Downstairs at Ayres.

TOMORROW, we're ready with our July Savings worth-while savings on Ayres' standard quality fashions for YOU or your family... for wear now or mense savings on cool, comfortable clothing and valuable needs at savings to satisfy every thrifty

CLEARANCE!

American Orientals

9x12 **\$28.75**
Size

American Oriental rugs with colors woven through to the back. Heavy seamless quality with non-skid latex back. Serged sides and fringed ends. A large selection of Persian and Chinese designs in Kashan, Ishahan and Kirmanshah panel patterns. Exquisite colorings. Every rug perfect.

Sturdy "Tu-Tone" Rugs

Size 4x6 **\$2.95** Size 6x9 **\$5.95**

These sturdy "tu-tone" rugs made of jute, a durable vegetable fibre that really wears. They're exceptional values. Choose from blue, green, rose colors. Will not show tracks and colors are dyed in.



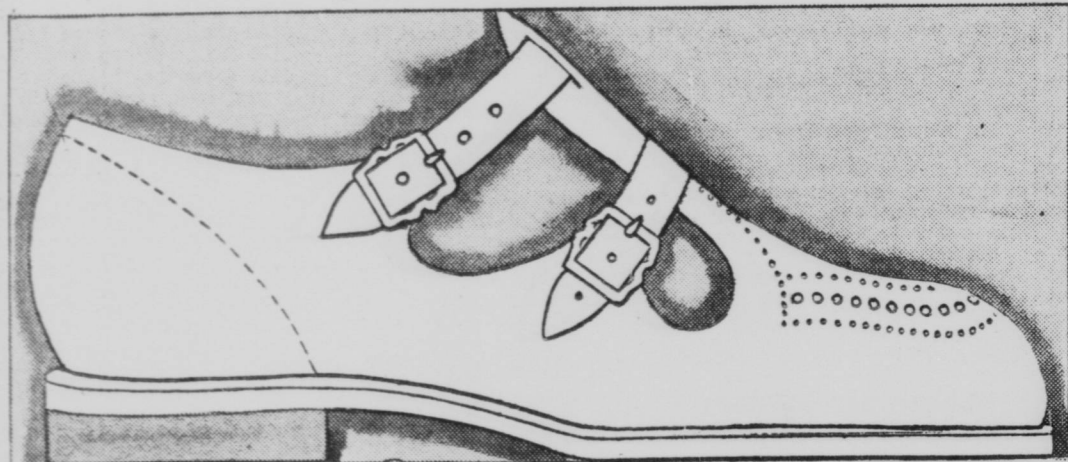
Plaid-Brand Ready-Mixed Paint \$1



This is one of our best selling paints. Reduced for our July Sales. Reliable and durable paint for inside and outside use. Choose from 16 colors that will spread evenly. Every gallon uniform.

Kitchen Gloss Enamel... 1/2 Gal. \$1.00 Linoleum Varnish... Qt. 59¢
Spar Varnish... Gal. \$1.00 Linoleum Lacquer... Qt. 59¢
Color-Right Enamel... Pint, 32c Best 4-Hour Enamel... Qt. \$1.00

Order by Mail or Phone... Call RI. 9441



Mothers! We Made a "Lucky Buy" of
Just 720 Pairs of Children's Better
Barefoot SANDALS
of Genuine Elkskin

Check These Points of VALUE:

1. Heavy elkskin uppers in white, smoked and tan color.
2. Pano "No-mark" rubber soles.
3. Leather counter pockets.
4. Flexible stitchdown construction of soles.
5. Rubber heels, 2 buckle straps with unlined perforated vamp.

White
Smoked
or Tan **84¢** Pair

There's nothing cooler or more comfortable than these barefoot sandals of genuine elkskin. Well made and sturdily built for constant wear. Dress or play styles. Buy them now for wear until school begins. Choose from sizes 6 to 8 with leather soles. And from 6 to big 2. With the 5 value points that you can't pass up.

Order by Mail or Phone!

—Downstairs at Ayres.

Our Fine "Envoy"
81x99 SHEETS

First Quality **84¢** Each

Full 64x64 thread count. Every sheet perfect quality. All pure white. Torn and hemmed straight. With a 3-year guarantee of general household use.

Patchwork-Print Quilts **\$1.98**

Greatly reduced for clearance. Choose from a limited quantity in large size cut 80x90. Especially recommended for Colonial type bedrooms.

Wash Goods Remnants

10¢ Yd.

1,500 yards of wash good remnants. Some seconds in group. Printed organdy and other sheer cottons. Plain color cottons of various kinds. 1/4-yard up to dress lengths.

—Downstairs at Ayres.

On SALE Tomorrow—The Surplus
of a Prominent Manufacturer of Boys' Wash Suits

Men's Wash Suits
Sanforized-Shrunk Cotton

At a "Hot"
Bargain Price

\$3.95

Here's just a lucky break for You and us! We were able to purchase the surplus wash suit manufacturer at prices at a fraction of their true worth. And they're immense savings to you. Every suit is fresh and new and this season's styles. Smart tans, black and white and all white cottons all sanforized-shrunk. Sizes 34 to 38 Only.

Men's Genuine "Cherokee"
Seersucker SUITS

Sanforized **\$5.45**
-Shrunk

"Cherokee" is a name long established for better quality and better fabrics. And as soon as you see these suits, feel the fabric and try them on you'll be convinced they're the best value you've seen for a long time. Tan and white, all white and black and white. Sizes for all men.

Men's
Seersucker

Sizes 34
to 38 Only

A bargain to beat the heat. To fit seersucker 2-piece suit... at a price you really can't pass up. Sizes for men and boys.

Striped Cotton
SLACKS

\$1.39

Men's pre-shrunk striped cotton slacks for dress or sports wear, or for office. These are our better, extra quality slacks. Sizes for men and young men.

Men! Snap Up These
Seersucker PANTS

Step on it men! Grab up this value. Striped seersucker slacks with wide bottoms and cuffs are sale priced tomorrow at 95¢ a pair. Sizes for men and young men. While they last—quantities are limited!

95¢