

HOT VALUES Tomorrow! DOWNSTAIRS at AYRES C.O.O.L. SHOPPING JULY SALES AND CLEARANCES



Friday! A Big New Shipment of Fine Wash Dresses at a Low Sale Price! \$1.09

This group contains Hooverettes and Wash Frocks of better quality at an extraordinary saving. Sheers, prints, voiles, piques in various summer color combinations that are cool to look at. The Hooverettes are very sheer and come in plain or printed materials. Sizes for women, misses and larger women.

Other Fine Cotton Frocks for Sports or Dress 2 for \$3.00

These dresses went streaming out the last few days... for they're really a value... ask the woman who bought one. Dressy sheers, voiles in every summer color. Sporty sun-backs and other vacation styles cool-as-ice. Afternoon, business, tailored, matron and summer night frocks included in the group.

Bathing Suits, reduced to \$1.49
Women's and misses' all-wool bathing suits with low sun-backs. In plain colors. Sizes 32 to 44.

Bathing Shoes, reduced to 39c
Women's or misses' rubber bathing shoes in a delightful assortment of colors and sizes. —Downstairs at Ayres.

Rayon Undies 3 for \$1

Cool summer styles of mesh and rayon panties, step-ins and briefs. Fitted at the waist or elastic back. Tailored or lace trimmed. Small, medium and large sizes.

Plain Rayon Bloomers 19c
Have elastic run at waist and knee. Full cut, well tailored. Set-in gusset. Broken sizes.

Pure Silk Slips 79c
Have V or straight lace tops and hems. Samples and seconds of a better quality slip. Some have panel fronts.

Rayon Crepe Slips 50c
Women's flat rayon crepe slips with bodice top. Hip pleat with hems. Sizes 36 to 44 only.

Irregulars of RINGLESS Wonderband HOSE

3 Pairs \$2.00 **69c Pair**

From top to toe Ringless Wonderbands are clear and sheer and free from those objectionable marks you often find in higher priced hosiery. In all the right summer shades. —Downstairs at Ayres.

Sale! Men's Shirts 69c Each

These are fast colored shirts in plain white, blue, green, tan and gray. Some fancy patterns included in group. Sizes from 14 to 17. Made of fine count broadcloth, every garment full cut.

Men's Pajamas \$1.00
Coat, slipover or collar styles. All fast colors and full cut and pre-shrunk. Plain colors or fancy patterns. B, C and D.

Athletic Shirts and Shorts 5 for \$1
Committee bought shirts and shorts. The shirts come in sizes 34 to 46. The shorts are fast color, full cut and have extra large seat. Sizes 30 to 44.

Men's Socks 5 Pairs, \$1
First quality socks in dark shades only. Have double toe and heel reinforcements. Sizes 10 to 12.

Come Early Friday for the Second Big Day in This Bargain Event! Save! Save!

Tomorrow, our second great day of the record breaking July Sales and Clearances... offering you magnificent, worth-while savings on Ayres' standard quality merchandise. Cool summer ready-to-wear fashions for YOU or your family... for wear now, or on your vacation. For the men immense savings on cool, comfortable clothing and furnishings. For your home, many, many, valuable needs at savings to satisfy every thrifty soul. Store hours: 9 to 5 Daily—Saturday 9 to 1 P. M.



A KNOCKOUT SALE! Men's Sanforized Cotton Suits

Surplus Stocks From a Prominent Manufacturer—Bargain Priced!

\$3.95

We were able to purchase the surplus stocks of a prominent wash suit manufacturer at prices at a fraction of their true worth. And they go on sale tomorrow at immense savings to you. Every suit is fresh and new and this season's styles, patterns and fabrics. Smart tans, black and white and all white cottons sanforized-shrunk. Sizes for men and young men.

Genuine "Cherokee" Seersucker Suits

\$5.45

These are the better quality men's pre-shrunk seersucker suits. Tan and white and black and white and all white. Sizes for men and young men.

Seersucker Pants

Striped seersucker pants, full cut, wide bottoms and pre-shrunk. Quantities limited... this price while they last. **95c**

Men's Pre-Shrunk Seersucker Suits

\$2.49

Sizes 34 to 38 only. Men's cool, comfortable, full cut, well tailored seersucker suits. All pre-shrunk. Single breasted models only. Sizes for men and young men.

Striped Cotton Pants

Men's pre-shrunk cotton slacks for sports or dress. These are the better type slacks. Sizes for men and young men. **\$1.39**

Cushion Dotted Marquisette Tailored Curtains

Limit 10 to a Customer! **39c Pair**

Split width but made of a fine cushion dot marquisette which is slightly imperfect in the weave. Beautifully made and will hang at your windows perfectly.

48-Inch French Marquisette 10c Yd.
Remnant lengths from 5 to 26 yards. Will make from 1 to 4 pair of lovely curtains. No pieces cut. Ecru color only. Fine quality.

Ruffled Curtains 59c Pr.
These curtains are 2 1/2 yards long. Come in plain colored French marquisette of fine quality. Choice of blue, rose, green or ecru. These are extra long as the size denotes.

48-In. Slip Cover Materials 29c Yd.
Made of 70% linen in fine woven stripe of unusual quality. Very economical to buy at this low price. Wanted patterns.

Awnings Reduced for Clearance
2 1/2 and 3-ft. Awnings. (Green and white stripe) 90c ea.

Green and White Stripe Awnings... \$1.00 ea.
Awnings of Green and White Woven Stripe... \$1.19
Awnings With 4 Color Work Stripe... \$1.39

Girls' and Children's "Cinderella"

Wash Dresses 74c 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 29c
Daintily trimmed with hand-embroidery or smocking. Well made. Sheer and cool and beautifully finished.

Infants' Sun Suits 25c
Cute little sun suits made of nursery prints in gay, bright colors. Sizes 1 to 3.

Infants' Bathing Suits 59c
Infants' 1-piece bathing suits in plain colors and combination colors.

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



CLEARANCE!

Knitted Softies

White! Pastels! Dark Colors! **29c Each**

These hats are slightly irregular... however the wearing quality is not impaired. 50% of them are all white... and 50% are in colors lovelier than the hues of the rainbow. All are much more expensive hats. Choose from narrow, medium and wide brims.

9x12 American Orientals \$28.75

These have colors woven through to the back... have the non-skid latex back. Serged sides and fringed ends. Select from Persian Chinese designs in beautiful colors.

Sturdy 'Tu-Tone' Rugs, \$2.95 and \$5.95
Size 4x6 is \$2.95. Size 6x9 is \$5.95. Made of jute, a heavy, durable vegetable fibre that really wears.

White Footwear \$1.99 PAIR

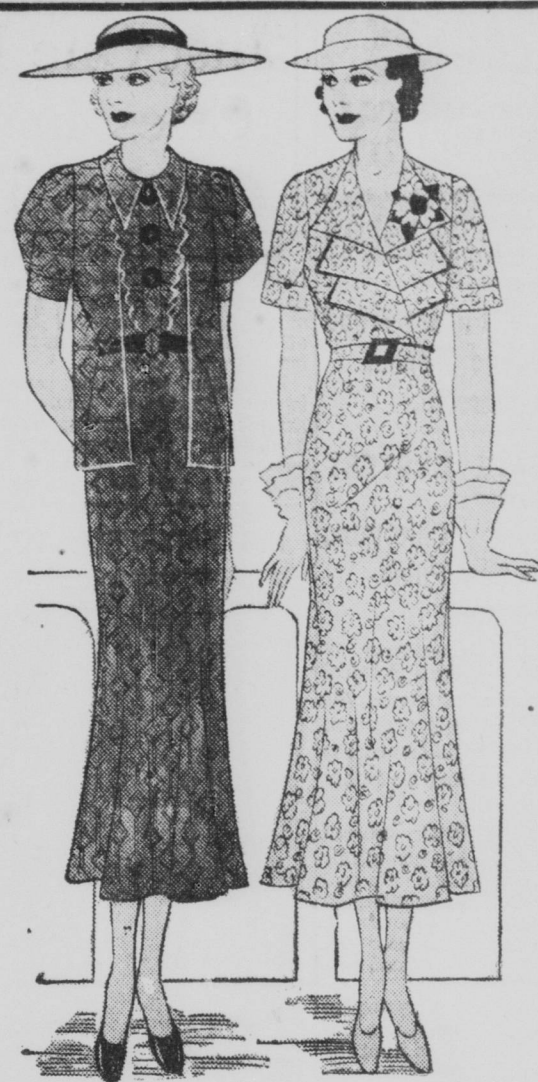
We've reduced about 150 pairs of our better white shoes that are now discontinued styles. Some white and brown or white and black. All whites. Ties, straps, pumps, plain perforations and cutouts. Styles for women and misses. Sizes 5 to 9.

Children's Genuine Elk Sandals At a Low Bargain Price!

There's nothing cooler or more comfortable than these bare-foot 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.

Order by Mail or Phone—Call RI. 9441!

84c PAIR



A Thrilling SALE of BRAND New Lace Frocks Priced Far Below Regular \$3.95

We think these are the finest values we've had in a blue moon... and we've had many the last few years. You'll have to see for yourself early tomorrow morning. They're easy to wash, easy to iron and will not muss. Sizes 14 to 20... 13 to 19 and 38 to 44. Red, navy and brown colors, and your favorite pastel color.

—Downstairs at Ayres.

Boys' Striped Cotton Wash Slacks \$1.00

Cotton striped wash slacks made of Pepperell fabrics, one of the best. Sizes 10 to 18. Wide bottoms and cuffs. Full cut, pre-shrunk.

Covert Play Suits 64c
Covert play suits of long wearing quality. Easy to wash and iron. Blue, tan colors. Sizes 5 to 10.

Boys' Seersucker Overalls 74c
Blue, tan stripe seersucker overalls. Cool and comfortable and easy to wash. Sizes 4 to 9.

Boys' White Duck Slacks \$1.00
Wear them for play, dress, or your vacation. Full cut and good looking. Sizes 8 to 18.

Boys' Wool Bathing Suits \$1.29
All-wool bathing suits with low backs and low cut sides. Choice of assorted colors. Sizes 28 to 36.

Sport Shirts and Blouses 2 for \$1
Boys' good looking sport shirts and blouses in assorted colors and sizes. Some seconds in group.

Our Fine "Envoy" 81x99 SHEETS 84c

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, Each \$1.98
Greatly reduced for clearance. Choose from a limited quantity in large size cut 80x90. Especially recommended for Colonial type bedrooms.

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

Japanese Lunch Cloths 35c
Size 32x52. Made of Japanese cotton crepe and stenciled with beautiful designs. All fast colors. Buy for gifts and home.

"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.

Wash Goods Remnants 10c Yd.
Includes printed organdy and other sheer cottons. Plain color cottons of various kinds. 1/4 yard up to dress lengths. Some seconds.

Our Entire Stock of KABO Foundations 20% OFF

This includes every Kabo garment in stock both lightweight and heavier weight materials. Plenty of cool mesh garments for summer wear. And hundreds of garments for wear during the cool months. Sizes for all women.