

FIFTY-CENT DAY VALUE!

Girls' and Children's
Wash Frocks
Clearance Priced! 50c

This includes sizes 7 to 14 and sizes 2 to 6 in our better quality girls' wash frocks. Lovely sports or dressy styles.

FIFTY-CENT DAY VALUE!

Boys' Summer
Wash Suits
50c

Boys' covert cloth, seersucker or broadcloth wash suits in sizes from 4 to 10. Cool, comfortable and washable.

SAVE on Lucky



A LUCKY Friday SALE!

Women's—Misses'—Juniors'

Summer Dresses

2 for \$5.00

Thank your lucky stars for this grand sale of cool vacation frocks at a Lucky Friday the 13th. Many are brand new arrivals, others are better dresses marked especially for this sale. Plenty of gay summer styles and colors to make your vacation and the remainder of summer a thriller, from morn 'till dawn.

Coat Frocks
Jacket Frocks
Washables
Pastels

Turnabouts
Gingham
Eyelets
Seersuckers

Downstairs at Ayres.

Men's Summer Ties, 2 for
Made of rayon, some are wash cottons. Neat patterns and summer colors. 50c

Men's Garters, 2 pairs for
You must have socks appeal. Keep them up with these better quality garters, clearance priced. 50c

Men's White Caps, 2 for
Cool, comfortable caps for sports, for driving, for your Special. 50c

Auto Brand Work Shirts
Auto Brand blue work shirts in sizes 14 to 17 1/2. Coat style. 50c

Men's Socks, 3 pairs for
Irregulars of better quality socks in medium shades. Sizes 10 to 12. Neat patterns. 50c

Men's Shirts and Shorts, 2 for
These are our committee bought shirts and shorts. Sizes of shirts 34 to 44. Shorts, sizes 30 to 42. 50c



Extra Special!

White Hats

50c Each

These hats are silk pique, cotton pique, linens, gingham, silk crepes, waffle piques, lacy straw and leg-horn tapes. In small, medium, wide brims, sailors and turbans. Most of them are white, however you'll find a few colors.

CLEARANCE of Better White Hats 50c

Men's 1st Quality Socks, 4 for
These socks come in medium shades and neat patterns. Sizes from 10 to 12 in the group. 50c

Men's Summer Caps, each
A fine assortment of light patterns in cool summer caps for dress, sports or vacation wear. 50c

Sport Sweat Socks, 5 for
These heavy sweat socks are just what you need for golf, or your fishing trips. In plain white only. 50c

Tomorrow Is

50¢ DAY!

TOMORROW, Friday the 13th, you won't need horseshoes, four-leaf clovers, or rabbits' feet to bring you "luck!" Every department in Ayres Downstairs Store offers exceptional SAVINGS on QUALITY merchandise for the remaining two months of hot weather still before you. Read every item in this closely packed page . . . there are bargains for every member of your family and for your home. Doors open at 9 A. M.

AYRES DOWNSTAIRS STORE

Rummage Table Boys' Wear, each

Includes boys' sailor pants, school shirts and long sailor suits. Odds and ends, etc.

50c

Japanese Lunch Cloths, 2 for

Size 36x36 stenciled design in 2 patterns and 3 color combinations.

50c

Hope Muslin, 4 yards for

Our good quality Hope muslin specially priced for 50c day. Limit, 8 yards to customer!

50c

Knitted Dish Cloths, 12 for

These fine knitted dish cloths are specially priced for 50c day only!

50c

Huck or Dish Towels, 6 for

Seconds of good quality huck or dish towels. Specially priced for 50c day.

50c

Boys' Covert Shorts, pair

Boys' serviceable covert cloth shorts in sizes 6 to 16. Easy to wash and iron.

50c

Boys' Play Suits, each

Boys' sleeveless play suits in cool cottons that are washable.

50c

Sport Shirts and Blouses, ea.

Some are seconds. Choose from a fine selection of assorted colors and sizes.

50c

Boys' Chambray Overalls, Ea.

Boys' blue chambray cloth overalls for play. Sizes 4 to 9.

50c

Boys' Summer Caps, each

These are in regular style and the popular Prince of Wales styles that every small boy likes.

50c

FIFTY-CENT DAY VALUE!

Women's & Children's

Sports Shoes

from U. S. Rubber Co.

FIFTY-CENT DAY VALUE!

Sheer Printed

Wash Goods

3 Yards 50c

Very fine printed wash cottons cost less on 50c day. All are perfect, cut from full bolts. Wide selection of patterns and colors.

Printed Voiles Printed Broadcloth Printed Linene

50c

MEN! For the First Time in Months

We Present a Great SALE of

Our Super-Service Irregulars of

REAL SILK

Plain and Fancy Socks

2 PAIRS
50c

Men! Just ask the women folks what they think about Real Silk Stockings for wearing qualities and beauty and pattern. Every last one of them will tell you they're the best to be had at the price they buy them for . . . So-o-o tomorrow you can buy yourself a season's supply of Men's Real Silk Socks, the kind that wear and wear and wear, and in the patterns you like, at a price you can afford. Sizes 10 to 12.

—Downstairs at Ayres.

FIFTY-CENT DAY VALUE!

Women's Rayon Taffeta
Costume Slips
50c

These long wearing slips have V or straight lace tops and hem. Are bias cut. Sizes 34 to 44. Colors in teardrop or white.

FIFTY-CENT DAY VALUE!

Better SILKS
and Rayon Fabrics
50c Yd.

Choose from printed flat crepes, printed rayon crepes and plain all silk flat crepe. Large selection of patterns and colors.

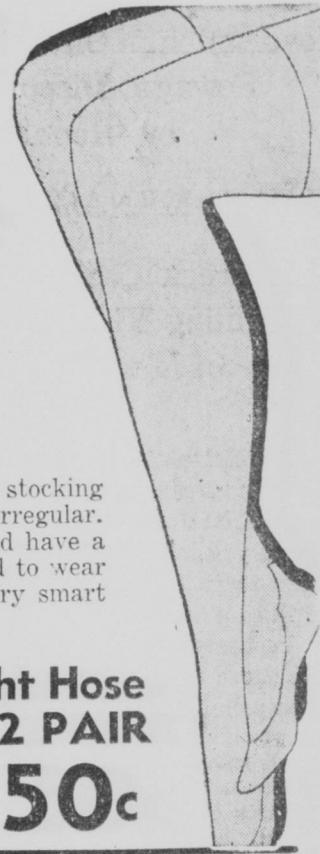
FRIDAY the 13th

A LUCKY Friday SALE!

Irregulars—Full-Fashioned

Chiffon Hose

50c PAIR



For Friday only! A famous name full fashioned stocking goes on sale at a "lucky" price. These are slightly irregular. They are clear as sunlight, lovely as a picture and have a dainty picot edge and ravel stop. Fully reinforced to wear and wear and wear.

Sizes 8 1/2 to 10 1/2. In 3 very smart shades.

"Buster Brown" Service Weight Hose

2 PAIR
50c

—Downstairs at Ayres.

Infants' Nainsook Dresses, 2 for

These are cute little nainsook dresses with embroidery or smocking trim. Very special.

50c

Children's Play Suits, each

Children's cool, comfortable, easy to wash play suits. Sizes 1 to 3 only.

50c

Girls' Cool Blouses, 2 for

Printed organdy blouses in sizes 7 to 14. Special for 50c day.

50c

Hooverette Aprons, each

Wrap around Hooverette aprons in printed or floral designs. Small, medium and large sizes.

50c

100 Acetate Polo Blouses, Ea.

Choose from light and dark shades. Ideal for sportswear for tennis or golf, or riding.

50c

Children's Anklets, 4 pairs

6,000 pairs of children's anklets. Irregulars of famous maker. Plain and color combination.

50c

Printed Handkerchiefs, 12 for

Cotton printed handkerchiefs with hemmed border. Florals, and stripes and modernistic designs.

50c

White Handbags, 2 for

Pouch or underarm styles in simulated leather and grains. Lovely fittings. Clearance priced.

50c

"Dixie Deb" Toiletries, 6 for

Includes lotions, creams, powder, etc. Any 6 items or different items can be selected.

50c

Fashionable String Gloves, 2 pr.

Small, medium or large size in white string gloves that can be tinted to match your costume.

50c

Wom. Cotton Union Suits, Ea.

Made of fine combed cotton knit. With built-up shoulder and loose or tight knee. Some seconds in the group. Sizes 36 to 44.

50c

Cool Rayon Undies, Ea.

Regular size or stout size panties, stepins, vests and cariocas. Some fitted at waist and elastic back. Tailored and trimmed styles.

50c

Stout Size Rayon Undies

Panties, stepins, bloomers of durable rayon that wears and duras. Neatly tailored.

50c

Rayon Flat Crepe Slips

Women's rayon flat crepe slips with V lace top and hem. Bias cut. Sizes 34 to 44. Flesh or white.

50c

Women's Muslin Slips, 2 for

House dress length muslin slips with bodice top and hip pleats. Pink color. Large size only.

50c

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Come Early
for a Big Day
of Savings!

Eat Lunch
In Our
Cool
Downstairs
Lunchroom!

SAVINGS

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50c

Men's Summer Caps, each

A fine assortment of light patterns in cool summer caps for dress, sports or vacation wear.

50c

Sport Sweat Socks, 5 for

These heavy sweat socks are just what you need for golf, or your fishing trips. In plain white only.

50c

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DOWNSTAIRS AT AYRES