

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

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

FIFTY-CENT DAY VALUE!

Women's Rayon Taffeta
Costume Slips
50c

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

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 dawning.

Coat Frocks
Jacket Frocks
Washables
Pastels

Turnabouts
Ginghams
Eyelets
Seersuckers

—Downstairs at Ayres.

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

FIFTY-CENT DAY VALUE!

Women's & Children's
Sports Shoes
from U. S. Rubber Co.

50c Pair

Women's heavy white canvas uppers with rubber soles. Classed as seconds. Baddies of black and white. Sizes 3 to 8. Children's beach sandals of canvas and rubber soles. Seconds. Sizes 8 to 2.

Boudoir Pillows, 3 for

Dainty rayon covered boudoir pillows for your own use or for gifts. Lovely colors. 50c

Hit and Miss Rag Rugs, 2 for

2 usable sizes in heavy rag rugs. Size 18x36 and size 27x54. No deliveries. No C. O. D. orders. No layaways. 50c

Just 20 Beverage Sets

Clearance of our 20-piece beverage sets; 6 glasses, 6 tumblers, 6 whiskey, 1 shaker and 1 pitcher. 50c

"Tu-Tone" Carpet, 27-In., Yd.

For tomorrow only our "tu-tone" 27-inch carpet is greatly reduced. Made of jute, a vegetable fibre that can take it. 50c

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 Batiste
Printed Broadcloth Printed Linene

A LUCKY Friday SALE!

Irregulars—Full-Fashioned

Chiffon Hose

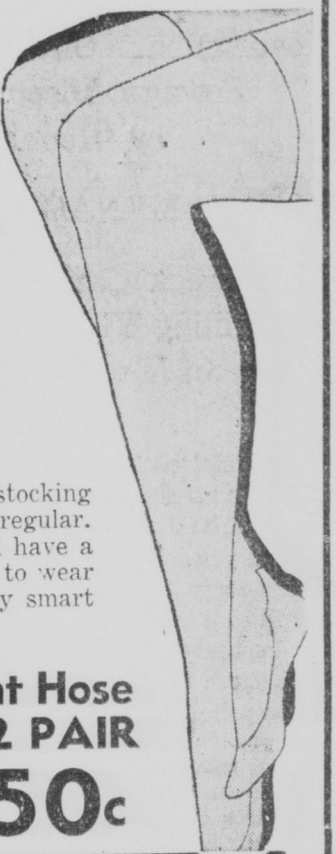
50¢ PAIR

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 8½ to 10½. In 3 very smart shades.

"Buster Brown" Service Weight Hose

These long wearing, good looking Buster Brown Rayon service weight hose have a seamed back, fashion marks and are fully reinforced to give long wear. All first quality. In good assortment of colors. Sizes 8½ to 10½. 50c

—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 vacation. 50c

Auto Brand Work Shirts

Auto Brand blue work shirts in sizes 14 to 17½. Coat style. Special. 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, ginghams, 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

Men's Wash Ties, 5 for

Just 600 men's washable cotton ties in neat, light, summer colors that's hard to beat. 50c

Lord Byron Collars, 15 for

These are made from a composition paper material that looks like linen. Wear them, turn over and wear again. Throw away. Sizes 14 to 17. 50c

'Real Silk' Lisle Hose, 5 for

Irregulars of our famous Real Silk lisle hose, special for 50c day only! Sizes 9½ and 10 only. 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. Sizes 2 to 5 only. 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. Very special. 50c

Boys' Summer Caps, each

These are in regular style and the popular Prince of Wales styles that every small boy likes. 50c

MEN! For the First Time in Months
We Present a Great SALE of
Our Super-Service Irregulars ofREAL SILK
Plain and Fancy Socks

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.

2 PAIRS
50c

PLAID BRAND PAINT



Color-Right
ENAMEL
50c Pint
Complete With
a Brush

Choose from 12 desirable colors for inside or outside use. Can be used on wood, metal, walls, furniture. Quick drying. Spreads easily.

Floor Varnish 50c pt.
Flat Paint 50c qt.
Auto Top Dressing 50c pt.
Safe Dry Cleaner 50c gal.
Wiggs Waterless Cleaner 50c 5 lbs.
Ready Mixed Paint 50c qt.
Paint & Varnish Remover 50c qt.

Come Early
for a Big Day
of Savings!

Eat Lunch
In Our
Cool
Downstairs
Lunchroom!



DOWNSTAIRS AT AYRES