

**HOT VALUES** *Tomorrow!* **DOWNSTAIRS at AYRES** <sup>15¢</sup> **C-O-O-L SHOPPING**

# JULY SALES AND CLEARANCES

Extraordinary **SALE!** Hundreds and Hundreds of Yards of Better **COTTON**

## REMNANTS

Printed Pique  
Printed Percale  
Printed Voile  
Printed Batiste  
Printed Shirtings  
Plain Broadcloth  
Plain Linene  
Plain Organdy

Plain Pique  
Plain Oxford  
White Organdy  
White Seersucker  
White Pique  
And Novelty  
Whites

**15¢**  
**YARD**

We went to a New York manufacturer, laid our cards on the table and asked him to sell us a group of better cottons, far better than the average, for an extraordinary sale beginning in mid-July. He consented to do this favor. As a result we were able to purchase a great group of cotton remnants of a far superior quality than we ever dreamed of. Tomorrow they're on sale at this very low price!

Fine Zephyr  
**PRINTS**  
**19¢ Yd.**

Remnants of Bon Bon prints and Kippy prints are offered now at sensational savings. Choose from an assortment of 45 pieces. For now, for dresses, for school.

Printed Dress  
**LINENS**  
**29¢ Yd.**

Remnants of stripes, figures, floral and marine design pure linen prints. Browns, blue, black and navy. At an un-heard-of low price. Some slightly misprinted.

"Galey & Lord"  
**Seersucker**  
**39¢ Yd.**

These are manufacturer's close-outs of their finer quality seersuckers in beautiful plaid and stripe designs. Greatly reduced for our July Sale.



**JULY SALE! New**

## White HATS

**50¢**

Piques  
Lacy Straw  
Straw Braid  
Silk Crepe  
Berets  
Linens

Leghorn Tape  
Cords  
Brims  
Sailors  
Cartwheels  
Turbans

This sale has created quite a stir around town... because of the sensational values offered. The large selections of styles and the lovely summer abies... and the beautiful trims that blend in perfectly with your summer wardrobe. Buy a new hat... instead of cleaning your old one... and save time and money.

Linen  
Silk Crepe  
Waffle Pique  
Gaberdine  
Novelty Straws  
Linen Toyo

Rough Straws  
Berets  
Cartwheels  
Bretons  
Sailors  
Brims

**88¢**

—Downstairs at Ayres.

### JULY Clearance!

Entire Stock of Men's  
Sanforized-Shrunk

## Summer SUITS

**\$3.45** **\$4.95**  
and

Men! To the "One-Stop" Men's Shop for the correct, cool, washable summer suits at drastically reduced prices. Choose from black and white nubs, tan and white nubs, Cherokee seersuckers, in belted or plain back styles. Well tailored, to fit you comfortably even when the mercury soars to dizzy heights. Sizes for men and young men.

### July Sale Trousers!

Seersucker or White Duck Pants... 88¢  
(Broken Sizes)  
Pre-Shrunk Cotton Slacks..... \$1.25  
Sanforized Cotton Slacks..... \$1.65  
Men's Linen Knickers..... 88¢

—Downstairs at Ayres.



## JULY JUMBO BARGAIN

No. 8

A Value So SENSATIONAL  
That We Can Offer It Only  
for ONE DAY—Tomorrow!

### Two-Way Stretch—Lastex GIRDLES

**84¢**



#### Sensationally Reduced!

Want to make your vacation frocks... look better... fit better? Then climb into one of these 2-way stretch genuine lastex girdles. They'll help mold your figure to the desired proportions... and give your frock that very, very chic appearance that every woman desires. Sensationally priced for this one day selling... tomorrow. Small, medium and large sizes.

No Phone... No Mail  
or C. O. D. Orders!  
—Downstairs at Ayres.

### July Sale! Summer Styles in Factory Damaged

## Shoes

**\$1.49**  
**PAIR**

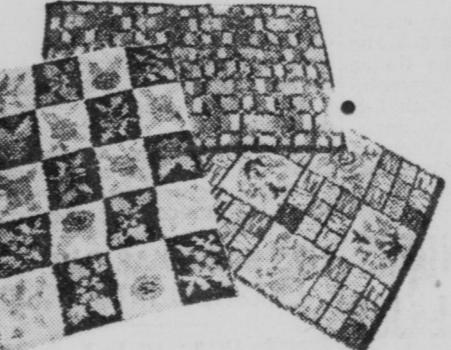


This group also contains salesmen's samples and a group of our own BETTER shoes radically reduced. All are summer styles... with plenty of white. Ties, pumps and sandals and many growing girls' sandals. Sizes 3 to 9, but not in every style.

—Downstairs at Ayres.

### Bright, Cheery, 24x48 Size Chenille Rugs

**\$1.00**  
**EACH**



Brighten up your living room, your dining room, your bedroom with bright little washable chenille rugs in colonial or hooked rug designs.

Other Larger Size Washable Chenille Rugs at... \$1.69 and \$2.75

—Downstairs at Ayres.

### PLAID BRAND PAINT Safe-to-Buy

### PAINT Downstairs at Ayres

#### Combination Offer!

2-Gal. Dry Cleaning Fluid  
and a Jiffy Dirt Extractor  
Both for—

**\$1.49**

—Downstairs at Ayres.

See this demonstrated in the department all this week. Easy to use and really takes the dirt out of your clothing. The dry cleaning fluid is our Plaid Brand, "safe to use" on woolens, silks, rugs and upholstery. Odorless.

A "Mighty Grand" Group  
of Washable.. Wearable

## Cotton Frocks



At a "Mighty Low" Price!

**2 for \$5.00**

Spread these glad tidings... tomorrow we've reduced our higher priced vacation cottons for a special selling at 2 for \$5. They're "mighty grand" values for they are the newest, the latest and the hottest fashions for a cool summer. You'll find every summer material, every summer style, every summer color in this group. Sports and dressy styles. All washable... that's really what you need for vacations at the lakes.

Piques  
Seersuckers  
Flock Dot Voiles  
Candy Striped  
Sheers  
Gingham

Evelets  
Cotton Mesh  
Cotton Lace  
Shirtings  
Linenes  
Jacket Frocks

Sports Frocks  
Dressy Frocks  
Stripes  
Plaids  
Dots  
Combinations

Sizes for Women, Misses and Juniors  
—Downstairs at Ayres.

Stock Up Now—For Your Vacation  
Irregulars—Sheer Chiffon

## REAL SILK DeLuxe Hose

**60¢ PAIR**



Our Real Silk De Luxe Hose can be depended upon to give long service, lasting beauty and sheerness. That's why most every woman buys these stockings for wear on the better occasions. They're made from pure silk and protected by those 10 guards that protect the life of the hosiery. In all the popular summer shades.

—Downstairs at Ayres.

### JULY CLEARANCE!

Tomorrow—Is the Best Day of All the Month for Thrilling Savings on

## Silk Slips

**\$1.29**  
**EACH**

What a thrilling value! A clearance of our better slips. Slightly soiled from handling, that's why they're so low priced. Choose from V or straight lace tops. Some have panel fronts. Sizes 34 to 44.

Pure Silk Pongee Coolie Coats  
These coolie coats are all 48 inches long and come in oriental printed designs. Special values for tomorrow.

**\$1.00**

—Downstairs at Ayres.

Men! Help Yourself to a Value!

Super-Service Irregulars of

## REAL SILK Plain and Fancy Socks

**4 PAIRS**  
**\$1.00**

Oh, Boy, Oh, Boy! More of those famous long wearing Real Silk Socks for men... made like a battleship at points of greatest wear. Choose from the patterns, colors and styles you'll like from a complete, immense assortment. Sizes from 10 to 12.



Committee Bought Shirts and Shorts

**The Shirts** are of fine Swiss rib knit. Knit to fit your body like a glove... even after repeated washings. Sizes 32 to 46.

—Downstairs at Ayres.

**25¢**  
Ea.