

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

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

REMNNANTS 15^c YARD

| | |
|-------------------|---------------|
| Printed Pique | Plain Pique |
| Printed Percale | Plain Oxford |
| Printed Voile | White Organdy |
| Printed Batiste | White |
| Printed Shirtings | Seersucker |
| Plain Broadcloth | White Pique |
| Plain Linene | And Novelty |
| Plain Organdy | Whites |

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 Zepher PRINTS 19^c Yd. | Printed Dress LINENS 29^c Yd. | "Galey & Lord" Seersucker 39^c 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.

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.

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^c

Piques
Lacy Straw
Straw Braids
Silk Crepe
Berets
Linens

Leghorn Tape
Cords
Brims
Sailors
Cartwheels
Turban

This sale has created quite a stir around town... because of the sensational values offered... The large selections of styles and the lovely summer fabrics... 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
Gaberline
Novelty Straws
Linen Toys

Rough Straws
Berets
Cartwheels
Bretons
Sailors
Brims

88^c

—Downstairs at Ayres.



JULY Clearance!

Entire Stock of Men's Sanforized-Shrunk

Summer SUITS

\$3.45 and \$4.95

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!

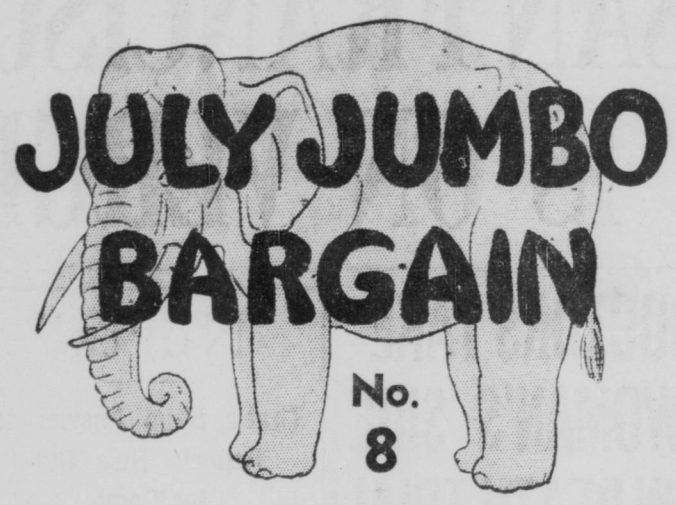
Seersucker or White Duck Pants... 88c (Broken Sizes)

Pre-Shrunk Cotton Slacks... \$1.25

Sanforized Cotton Slacks... \$1.65

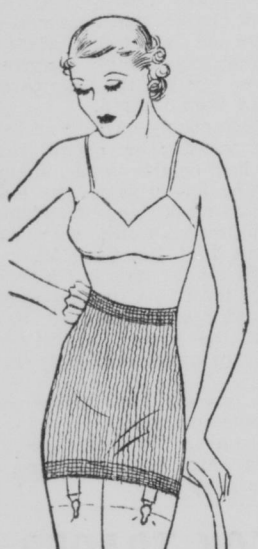
Men's Linen Knickers... 88c

—Downstairs at Ayres.



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

Two-Way stretch—Lastex GIRDLES 84^c



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 mould 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.

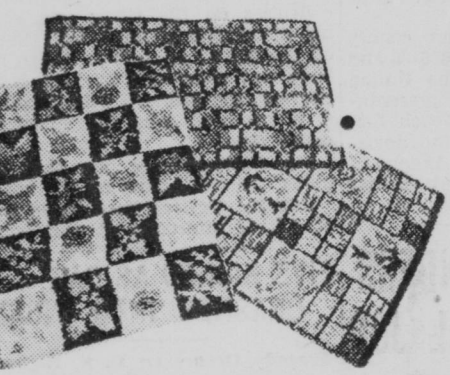
July Sale! Summer Styles in Factory Damaged Shoes \$1.49 PAIR



This group also contains salesmen's samples and a group of our own BETER 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

Combination Offer!

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

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 woollens, silks, rugs and upholstery. Odorless.

Both for—**\$1.49**

—Downstairs at Ayres.

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 | Eyelets | Sports Frocks |
| Seersuckers | Cotton Mesh | Dressy Frocks |
| Flock Dot Voiles | Cotton Lace | Stripes |
| Candy Striped | Shirtings | Plaids |
| Sheers | Linens | Dots |
| Ginghams | Jacket Frocks | Combinations |

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



Stock Up Now—For Your Vacation

Irregulars—Sheer Chiffon REAL SILK DeLuxe Hose

60^c 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 \$1.00

These coolie coats are all 48 inches long and come in oriental printed designs. Special values for tomorrow.

—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. Knitted to fit your body like a glove... even after repeated washings. Sizes 32 to 46.

The Shorts. are full cut, fast colors, with extra large seat cut in. Neat patterns and colors in sizes from 28 to 44.

—Downstairs at Ayres.

25^c Ea.