

**1/2 Price Sale!****Men's Wash Suits**

56 Wash Suits, were \$4.98 ..... \$2.49  
 14 Wash Suits, were \$5.98 ..... \$2.99  
 10 Wash Suits, were \$7.95 ..... \$3.97  
 5 Wash Suits, were \$9.95 ..... \$4.97  
 25 Sports Coats, were \$4.98 ..... \$2.49

Whites, light and dark colors. Broken sizes, patterns and styles in this 1/2 price sale of wash suits for men.

—Downstairs at Ayres.

**Men's Shirts & Pajamas**

**2 for \$1.00**

**THE SHIRTS**—A value that always brings crowds on the run! In a splendid assortment of patterns in figures, checks and stripes, a few plain whites included. Sizes 14 to 17.

**THE PAJAMAS**—Serviceable, full cut, fast color pajamas in green, brown, grey and blue patterns. Coat and slipover styles. Sizes B, C and D.

**Men's Socks** ..... 8 Prs. \$1.00  
 1500 pairs men's rayon shortie socks or regular length socks in light or dark colors. Sizes 10 1/2 to 12. Irregulars.

**30 Sample Comforts**

**1/3 OFF**  
 Of Regular Selling Price!

Priced From **\$2.00 to \$7.30**

A special purchase of just 30 sample comforts at 1/3 Off their usual selling price! Printed satens, rayon taffetas and rayon satins in a lovely color selection! Filled with "Perma-Fluff" filling, which is 98% white cotton and 2% wool. Some are all-wool filled. Some are classed as seconds. . . the others are all first quality! Buy now, place them in the layaway, and have ready to use this winter!

**"Perma-Fluff" Comforts, Ea.**

Rayon covered, full bed size comforts at a price that means a big saving! 5% wool and 95% white cotton filled for warmth and lightweight! In wanted colors. **\$3.98**

**3 Yard Long Sheets, Each**

Once again we offer this outstanding sheet value! Extra long, "Mastercraft" sheets, 81x108 or 83x108 sizes. For full or twin size beds. Tested for 4 years' household use! Pure bleached. **79c**

**80-Sq. "Fruit of Loom" Prints** ..... 16c Yd.  
 Reduced for E. O. M. Only! From full bolts! Plan your children's school dress wardrobe now . . . buy and save!

**Wash Cloths** ..... 3c Ea.  
 Slightly seconds of better quality wash cloths. In heavy, medium size quality. Colors.

**Soiled or Damaged Curtains**

1/2 Off of the original selling price! Lace, pricilla, tailored and cottage sets. Mostly one or two of a kind! Soiled from display! Colors, styles are broken. Limited quantity! **1/2 off**

**Ruffled Priscilla Curtains** ..... 50c Pr.  
 Specially reduced for E. O. M. Size 34x2 1-6 yards long in a cushion dot or pin dot marquisette with 4 1/2-in. ruffle.

**36-In. Wide Window Shades**

Final reductions on 36-in. window shades. Buy now . . . for your entire home . . . and save! In green, green and white or buff and white. All 36 inches wide and 6 feet long! Limited quantity. **19c**  
 EACH

**Glider Covers** ..... 79c Ea.  
 Reduced for final clearance! A one-piece glider cover in semi-glazed painted stripe! Does not include arms! For all standard size gliders.

**Awnings Reduced**

30-Inch **79c** Each  
 36-Inch  
 42-Inch

Final clearance . . . drastic reductions to move at once! Green and orange stripe painted awnings in the new Dixie finish! Complete and ready to hang. Not complete size ranges!

A Very Special E. O. M. Clearance!

**Cotton Wash Frocks**

(59c Each) **2 for \$1.00**

Get your share of these savings tomorrow . . . hurry, only 600 dresses in the lot! SHEERS, PIQUES and 80-SQ. PERCALES in plain colors and bright print patterns. Styles, colors and sizes broken, but sizes 14 to 40 in group.

**Women's Swim Suits**

All \$1.98 Swim Suits, reduced to ..... \$1.49  
 All \$2.98 Swim Suits, reduced to ..... \$1.99  
 All \$3.98 Swim Suits, reduced to ..... \$2.99

—Downstairs at Ayres.

**This Is Our "End-of-Summer" E. O. M.**

Thursday—Friday and Saturday Morning!

Our July E. O. M. Sale means the end of summer for us . . . for we're clearing our stock of summer goods, getting ready to start off the fall season shipshape! Hence, you'll find greater than ever reductions on cool, summer wearables for yourself, the children, the husband . . . things you need right now and for early fall! A few of the items are special purchases for E. O. M. All others are reductions from our stocks! Broken sizes, colors and patterns! Please, No Mail, Phone or C. O. D. Orders!

**Special Purchase for E. O. M.****Women's New Dresses**

Sizes 18 1/2 to 24 1/2 and 26 1/2 to 30 1/2!

• Print Bembergs! • Print Chiffons!  
 • Pastel Laces! • Dark and Light Shades!

A very special E. O. M. purchase that brings a new low sale price on women's smart summer dresses! In the cool summer fabrics and styles you'll want to wear now, and until early fall. Sizes 18 1/2 to 24 1/2 and 26 1/2 to 30 1/2 in the selection. A big saving opportunity for the larger woman!

**2 for \$6.00**  
 (\$3.23 Ea.)

**More Values! Summer Dresses**

• Laces! • Spun Rayons! • Sheers!  
 • Nets! • Marquisettes! • Blacks!

A stunning group of new summer fashions for every woman. Blacks, navy, aqua, rose, white and beet colors. Many styles are washables! Sizes 11 to 17—14 to 20 and 38 to 44!

—Downstairs at Ayres.

**E. O. M. Clearance RUGS**

9x12 Seamless Axminsters, Persian Designs and Texture Patterns! Great Savings!

**\$25.00**  
 Each

12 Rugs Water Damaged! 20 Rugs Reduced from Stock!

Rug values like these happen only once every so often! . . . So it will pay you well to take advantage of this E. O. M. Sale! All first quality rugs, however 12 of them are water damaged, but they're good as new, you can't tell this fact. Seamless Axminsters, Persian designs and Texture pattern 9x12 size rugs with tailored ends. The quantity is limited . . . so plan to be here early!

**Innerspring Mattresses**

• Twin Size • Full Size!  
 • Spring Coils! • Button Tufted!  
 • A. C. A. Tick- ings! • Floral Tick- ings!  
 • Felted Cotton!  
**\$8.99**  
 EACH

**Boys' Sanforized Slacks, Pr.**

Boys' sanforized shrunk zipper fly front slacks in woven suitings. Plaids, checks, stripes in tan and grey colors. Pleated fronts, full cut. Sizes 8 to 18 years. **74c**

**Junior Twill Slacks** ..... 39c  
 In brown or navy blue full belt style. Suspender style or lastex back. Sizes 4 to 10 years.

**Boys' Sanforized Shorts** ..... 25c  
 125 pairs of boys' sanforized play shorts in blue or grey covert or woven materials. Some have belts. Broken sizes.

Limited Quantity! Hurry for the "Early Bird" Gets These Values!

**27" Carpet**

**\$1.59**  
 Yard

**\$1.98**  
 Yard

E. O. M. Clearance Sale! 9x12

**Wool and Fibre Rugs**

Heavy, seamless wool and fibre rugs for bedrooms, offices, porches, sun rooms, dens, etc. In wanted colors and patterns. **\$9.95**

**Girls' Sharkskin Toppers** ..... 99c  
 Girls' white rayon sharkskin toppers. Broken sizes.

**Girls' Summer Hats** ..... 39c and 79c  
 Girls' summer hats reduced into two low sale price groups.

**Girls' Play Togs** ..... 99c  
 Clearance! Broken sizes in girl's play togs. Fast color prints.

**Girls' Dresses** ..... Reduced!  
 Street and formal style dresses reduced to \$1.99, \$1.00 and 79c ea.

**Girls' Coats and Suits** ..... Reduced!  
 Regular \$5.95 coats and suits . . . \$1.99. Regular \$8.95 coats and suits . . . \$2.99.

**Girls' Play Togs** ..... 29c and 39c  
 Broken sizes, styles and patterns.

Final Clearance!

**Women's Hats**

Sale Priced at— **88c** Each

All drastically reduced from higher price lines! Felt, sisals, straws, in a big selection of styles for wear from now on. Mostly in WHITE. Headsizes 22 and 23.

Sale Priced at— **66c** Each

Drastically reduced from higher price lines! Simulated leghorns, rayon crepe turbans, felts, straws and others. Mostly in WHITE. Headsizes 22 and 23 in the group. —Downstairs at Ayres.

943 Prs. Women's \$1.99 and \$2.99

**White Summer Shoes**

• Linens! • Nu-buck! • Prints! **\$1.49** Pair • Narrow & Medium Widths!

Greatly reduced from our own stock of regular \$1.99 and \$2.99 shoes! Wanted styles in white linen, colored and printed linen, white nu-buck and white and brown trimmed styles. Narrow and medium widths in sizes 4 to 9.

**Clearance! Women's Suits and Coats**

Women's and Misses summer suits and coats in broken sizes, styles and colors. Included are a few winter and fall coats.

12 Coats and Suits ..... \$1.00 Ea.  
 69 Coats and Suits ..... \$1.99 Ea.  
 51 Coats and Suits ..... \$2.99 Ea.  
 16 Coats ..... \$3.99 Ea.  
 32 Coats ..... \$5.99 Ea.  
 26 Coats ..... \$8.99 Ea.

**Women's Silk Stockings, Pair**

Clearance! Women's full fashioned silk stockings at a "give-away" E. O. M. price! Some are novelty styles. Irregulars and seconds included. Broken sizes and colors in the lot! 3 for \$1.00. **39c**

**Real Silk "Slenda-Fit" Hose** ..... 50c Pr.  
 Service weight, full fashioned hose that are made to fit the slender ankle and calf of leg. Irregulars. NO MAIL OR PHONE ORDERS!

**Sample Gloves** ..... 39c Pr.  
 Clearance! Higher-priced sample gloves . . . many are from a famous maker! Dark, pastel and white colors. Broken sizes.

**Summer Foundation Garments**

Foundations of cool mesh. Side fastening girdles with 4-hose supporters, lightly boned. Corsets with or without underbelt. Broken sizes, styles and patterns. Limited quantity! **79c**  
 EACH

**Bandeaux** ..... 19c Ea.  
 Women's and Misses' bandeaux in assorted styles. Sizes 32 to 36, but not all styles in each size.

**Discontinued Styles Rayon Slips**

Women's 100 Denier rayon crepe slips . . . discontinued styles, at a very low price! Cal. V lace or tailored tops. Bias cut, adjustable straps. Tea rose. Broken sizes. **68c**

**Porto Rican Gowns** ..... 50c

Women's Porto Rican gowns in solid or floral print batiste. V or round necks. Hand embroidery or contrasting color trim. Sizes 16 and 17.

**Women's Satin Panties** ..... 50c  
 Shorty style satin panties with flat elastic at waist. Tailored or lace trimmed at hems. Tea rose.

**Bemberg Rayon Combinations** ..... \$1.00

Women's bemberg rayon combination suits with fitted brassiere top. Flare panty style, at knee. Sizes 32 to 40. Tea rose.

**Stout Style Bemberg Slips** ..... \$1.39

Discontinued styles of rayon bemberg slips in sizes 48 to 52. California V or straight tops. 4-gore, panel front. White and black.

**Women's Summer Gowns** ..... \$1.00

Rayon crepe or rayon satin floral print nighties with V neck, tailored finish. Sizes 16 and 17.

**Sample Sale Infants' Wear**

**29c** Each

**INFANTS' AND TODDLERS' DRESSES**—Hand made pastel dresses with top and bottom embroidery. Each . . . 29c

**INFANTS' AND TODDLERS' SUN SUITS**—Hand made broadcloth sun suits in whites and pastels. Each . . . 29c

**INFANTS' FRENCH CREPE DRESSES**—In lovely pastel colors. Each . . . 29c

**INFANTS' GERTRUDES**—Infants' hand made pastel color gertrudes. Hand hemmed and scalloped. Each . . . 29c

**Tots' Play Togs** ..... 29c ea.  
 Broken Sizes and Styles

Special E. O. M. Purchase!

Girls' and Jr. Miss

**COTTON DRESSES**

• Flock Dots! • Dimities!  
 • Cool Lawns! • Batiste! **94c** Ea.

Girls' and Jr. Miss better cotton frocks in prints, stripes or solid colors. Smart styles in Dirndl. Tailored and Jacket types. Ages 7 to 14, but broken.

**Girls' 2-Pc. Slack Set**

Jacket and Bib Top

Overalls! **59c** Set

A 2-pc. slack set with jacket and bib top overalls in the popular "Tartan" pattern in high shades. With novelty trim. Slack set in navy with novelty trim. Broken sizes.

—Downstairs at Ayres.

**AYRES**  
**DOWNSTAIRS**  
**STORE**