

L. S. AYRES & COMPANY

★ FRIDAY IS - ★ ★ A STORE-WIDE EVENT!

DOLLAR DAY

SAVE ON THESE UPSTAIRS STORE BARGAINS!

See Ayres Downstairs Store
Dollar Day Bargains on
Pages 6 and 7 of This Issue

★ STREET FLOOR

- Blue Cloud Perfume . 2 drams \$1
Formerly 1.25 a dram. The type you want for summer costumes.
- Delectez Buttermilk Cream \$1
Usually 2.25. Excellent cleanser, softener. Limited quantity
- Ybry Infusion, formerly 2.00. Generous bottle of sophisticated fragrance. Assorted odors \$1
- Enamel Dresser Set for girls. 3-piece in your choice of pastel colors \$1
- Ayres' Hand Lotion . . . 3 for \$1
Our own exclusive brand in rose or cucumber. 16-Oz. bottles.
- St. Denis Deodorant Cologne. Double-duty refresher and deodorant. A special size \$1
- Perfume Trays. Glass trays to hold spillables; rich gold-finish frames. Nice gifts \$1
- Chermamy Cologne. Special large size bottle for summer. Delicate, refreshing floral odors \$1
- Ayres' Toilet Tissue, 20 for \$1
All white. Regularly 16 rolls for 1.00. Fine, absorbent. 1,000-Sheet rolls
- Fort Orange Tissue . . . 15 for \$1
Regularly 12 rolls for 1.00. Soft quality. White only. 1,000-Sheet rolls
- Make-Up Boxes. Special purchase sale roomy boxes with gay print tops \$1
- Roger & Gallet Summer set. 3 bars soap and a bottle of cologne, all for \$1
- Ayres' Hardwater Soap, 2 doz. \$1
Regularly 59c a dozen. Made expressly for us; quick lathering, assorted colors
- Anzell Magnifying Mirrors. \$1
Were 1.25 and 2.00. Cloisonette backs, 4 1/2-inch sizes. Pastel handles
- Vogue Travel Hanger Set. Was 2.00. Four folding hangers in a neat moire case \$1
- Assorted Style Girdles, 2 for \$1
Made by Beverly. Were 1.00. White and flesh. Small, medium, large
- "Real Form" Eylett Mesh Girdle. Was 1.98. Boned front panel for extra control. Small, medium, large \$1
- Card Table and Chair Cover Set. 2 Sets for \$1
Was 1.00. Attractive chintz covers for table and four chairs
- Aimcee Nainsook Shields, 6 prs. \$1
Our own exclusive quality. Flesh, white. Sizes 2, 3, 4
- Costume Jewelry Pieces, 4 for \$1
Taken from our own stocks and reduced. Summer types in bracelets, clips, earrings and brooches
- Gilt Edge Playing Cards, 5 dks. \$1
Assorted designs, assorted back designs, bridge size, good quality, cellophane wrapped
- Typewriter Paper, 1,000 Sheets \$1
Good quality bond paper, size 8 1/2x11
- Ayres' Pound Paper . . . \$1
bond, deckle edge, single or double sheet, 2 packages of envelopes and 1 box of paper
- Ayres' Box Paper . . . 2 boxes \$1
White or colors, 24 sheets and 24 envelopes
- Deckle Edge Paper, 4 packages \$1
Cellophane wrapped, white, blue, rose, gray, 24 sheets and 24 envelopes
- Telephone Book Covers, Florentine leathers, assorted colors, moire silk lined \$1
- Pictures, botany prints, colored mats in white frame \$1
- Monarch Coffee . . . 4 lbs. \$1
Your choice of percolator or dripulator grind
- Summer Candies, 4 boxes for \$1
Assortment of caramels, cocoanuts and fruit jellies

★ Beginning tomorrow at 9:30 — a semi-annual store-wide event! DOLLAR DAY! 8 Floors of values for YOU! We've cut prices to the bone during Remnant Days . . . and this Dollar Day is the climax of bargain giving . . . spiced with many special purchases! On this page are only a few of the many Dollar Day items . . . come in and discover the rest. Mail and Phone Orders accepted on most of the Values! In some instances quantities are limited!

★ STREET FLOOR

- Books . . . each \$1
A superb collection of non-fiction, 1 to 3 copies of a title
- 700 Books . . . 3 for \$1
Specially purchased! Nearly 70% are last year's popular fiction titles
- Sample Neckwear, 59c or 2 for \$1
A special purchase which includes collar and cuff sets, vests and bows. Organ-dies, laces and piques in white and pastels
- Turbans and Hats, 59c, 2 for \$1
Crepes, fishnets and piques in white, summer colors and pastels
- Fishnet Wraparounds, 35c, 3 for \$1
In all wanted summer colors

★ SPECIAL FOR DOLLAR DAY

475 Pairs of Gloves

Broken assortment of suedes, kids, nationally famous do-skins. Includes blacks, browns and accessory colors

- "Hay Fever" Hankies, 20 for \$1
Men's fine, soft white cottons, non-lint. Regularly 12 for 1.00
- Men's Handkerchiefs . . . 12 for \$1
Fine quality, white, pure Irish linens with narrow hems
- Women's "Famous Name" Handkerchiefs . . . 4 for \$1
Sheer white with names appliqued across one corner
- Rayon Stripe Panties and Vests \$1
35c, 3 for \$1
Sizes 4 to 8. One style in vests. Briefs, trunks, step-ins & panties. In tea rose only

★ SECOND FLOOR

Hope Muslin . . . \$1
10 yards . . . \$1
Limit of 10 yards to a customer! Please, NO MAIL, or PHONE orders!

- Consul Mattress Pads . . each \$1
Choice of 2 sizes, 39x76 or 54x76
- Pastel Sheet Blankets . . each \$1
Size 72x90. In soft pastel colors
- Pillowcases . . . 6 for \$1
64x64-Thread count muslin cases. Sizes 42x36
- India Print Spreads . . each \$1
In gay oriental colorings and patterns. Sizes for twin or full size beds

"Fruit-of-the-Loom"

Mattress Covers . . Each \$1

An unusually low price, special for Dollar Day! Twin or full sizes

HAND-MADE LACE CLOTHS

Size 72x90 inches, approximate \$1
size . . . \$1

★ EXTRA SPECIAL VALUE

1,300 FINE CURTAINS

DOLLAR DAY ONLY \$1 EACH OR PAIR

- ★ 500 Ruffled Curtains, \$1.00 Pr.
- ★ 500 Lace Panels, \$1.00 Ea.
- ★ 300 Celanese Panels, \$1 Ea.

500 Pairs of pretty ruffled curtains, 40x2 1/4 yards. Perfect for your bedroom, dinette or dining room windows. 500 Pieces of LACE PANEL curtains 45 and 54 inches wide, 2 1/4 and 2 1/2 yards long. 300 Tailored celanese panels, 34x2 1/2 and 44x2 1/2 yards. Ready to hang.

★ SECOND FLOOR

- Novelty Fabric Dress Lengths. \$1
Lengths from 3 to 4 yards. Rayon alpaca, silk shantung, printed rayon bengal sheers and other weaves
- Odd Lot of Woolens . . . Yd. \$1
Choice of wool crepes and novelty wool pieces
- Printed Rayon Dress Lengths. \$1
3 to 3 1/2-yd. lengths. Crush-resistant and washable. Light and dark patterns Each

80-Sq. Percales, \$1
8 yards for . . . \$1

Specially purchased for Remnant Sale Dollar Day! 36 inches wide. Smart, wanted print patterns on light and dark grounds.

Sheer Novelty Cottons, \$1
8 yards . . . \$1

Specially purchased for Remnant Dollar Day! 36 inches wide. A grand assortment of print patterns on light and dark grounds.

50 Pieces of Needlepoint, each \$1
Attractive patterns suitable for chair seats, stools and pillows.

10 Stools . . . each \$1
Made of carved wood. Size 12x14.

Knitting Bags . . . each \$1
Colorful striped rayon bags. Also many others.

Knitting, Crochet Cottons, 3 for \$1
Wondersheen, Dorothea and Frostone brands. Rolls or skeins.

Stamped Pillowcases . . 2 for \$1
Spoke stitched scallops. Cutwork and simple embroidered patterns.

Printed Cotton Cloths, \$1
2 for . . . \$1

Size 52x52. Printed in gay colors in beautiful floral patterns. Perfect for the summer cottage, bridge or shower gifts.

Napkins to Match, 12 for . . \$1

Special Cotton Crepe Pajamas

Floppy top tuxedo style with rickrack trim, in your choice of pink or blue. Nice to know you don't have to iron them. Ideal for travel and pre-school sleeping. Sizes 15, 16, 17 . . . \$1

★ 600 Manufacturer's Samples

HANDMADE BABY CLOTHES

★ MUCH LESS THAN \$1
HALF PRICE . . . EACH

- Lovely Sheer Toddler Dresses
- Bobby Suits and Creepers
- White Dresses, Elaborately Embroidered
- Christening Dresses, Slips to Match
- Sheet and Case Sets With Pastel Hems and Embroidery

You could make up a layette fit for a princess from these amazing imported handmades. Richly embroidered with frost-fine flowers and tendrils and tiny scallops, drawn-work fine as filigree, fagotting delicate as lace, tucks no wider than a pin, pockets absurdly tiny, baby pearl buttons. Most of the pieces regularly sell for many times 1.00. You'll know it when you see them.

★ DOLLAR DAY FEATURES!

400 NELLY DON DRESSES

Manufacturers' closeouts, plus some of our regular stock reduced, including voiles, batistes, flock dots and dimities in soft feminine styles and seersuckers in tailored types. Even some sunbacks, if you come early. Sizes 14 to 44, but not every size in every style.

★ Printed Terry Jackets . . \$1
For beach or sports outfits. Were 1.98, now

★ 2.00 Princess Coats . . . \$1
Zipper or buttoned style. Broken size range

Shorts, Slack Suits, Skirts \$1
Were 1.98

★ FOURTH FLOOR

★ LITTLE BOYS' FAMOUS JACK TAR SUITS

A scoop! Cool, sleeveless styles in solid colors or striped tops with plain pants. Mostly madras in a group of washable materials. Sizes 2 to 6.

★ DOLLAR DAY BOYS' SPECIALS

120 Boys' Wash Slacks In sizes 6 to 18. Patterns, plain colors and crases. \$1

240 Boys' Wash Shorts . . 2 for \$1
With lastex waist, in plain colors and patterns. Sizes 4 to 14.

300 Boys' Polo Shirts . . . 2 for \$1
In crew neck style or with collars. Knits of cut-and-sewn in sizes 6 to 20.

65 Boys' Polo Shirts . . . 3 for \$1
In a broken assortment of large sizes.

225 PAIRS WOMEN'S SHOES

Originally 4.95 and even more. White and dark shoes, sandals, pumps, odds and ends from spring and summer stocks. Unusual buys.

FOR MEN Upstairs

Men's Anklets and Half Hose . . . 6 for \$1
In dark colors, lights and pastels. Regular or short length with Latex tops. HALF PRICE

Men's Featherweight Pajamas in coat or slipover style, whites, plain colors or fancy patterns. Long-sleeve, long-leg or knee-length model . . . \$1

Men's Summer Ties, 3 for \$1
In foulards, crepes, twills, reps and washable fabrics. Stripes, bold patterns and neat figures. LESS THAN HALF PRICE

Men's Sport Shirts, 2 for \$1
In hopsacking, thirsty cloth, basket weaves, slub weaves and crases. Plain colors and large checks. In-and-out, button front style

28 Men's Felt Hats in broken assortments, including quite a number of homburgs in browns, greys and a few greens. \$1

37 Men's Straw Hats, broken assortment of sizes in Dunlap sailors . . . \$1

60 Prs. Men's Wool Slacks in a broken assortment of sizes and patterns . . . just the thing for Fall. NO ALTERATIONS at the remnant price of . . . \$1

★ FIFTH FLOOR

Clearance Spring and Summer Millinery . . each \$1
Straw, fabric and felt hats in an assortment that includes both dark and bright colors

★ SEVENTH FLOOR

Porch, Summer Pillows, 2 for \$1
Washable. Stripe and plaid cotton. Kapok filled. Many colors in the group

Hurricane Lamps . . . pair \$1
Usually sell for 1.00 each. Nicely shaped and styled with grape etching.

Pyrex Casseroles . . . each \$1
In chrome mountings. All sizes

20-Inch Round Mirrors . . each \$1
With bevel edge

AMC Lawn Seed . . 5-lb. bag \$1
Lay in your supply now

3-Pc. Mirror Saucepan Set . . \$1
1 1/2-Qt. pan, 1 1-Qt. pan and 1 1/2-Qt. pan

2-Qt. Stainless Steel Saucepan, famous "Carlton" ware . . \$1

Pyrex Casseroles . . . each \$1
In chrome mountings. All sizes

20-Inch Round Mirrors . . each \$1
With bevel edge

AMC Lawn Seed . . 5-lb. bag \$1
Lay in your supply now

Cast-Iron Ware . . . each \$1
Choice of cast iron chicken fryers, Dutch ovens, new deep French fryer and 3-piece skillet set.

Aimcee Soap Chips . . . 6 boxes, 1.00

Aimcee Soap Flakes . . . 8 boxes, 1.00

Aimcee Tissue . . . 15 rolls, 1.00

Florette Perfumed Tissue . 8 rolls, 1.00

Aimcee Towels . . . 12 for 1.00

Aimcee Wax, no rub . . . 1/2 gal., 1.00

Aimcee Wax Paper . . . 5 rolls 1.00

Aimcee Shelf Paper, 14 in. . 3 rolls 1.00

Aimcee Broom . . . 1.00