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Tomorrow---The Second Day Of IVEY'S TWENTY-SEVEN HOUR SALE

We Offer the Following List of Hour Specials and Big Groups of Other Merchandise at Real Sale Prices

\$5.00 Silk Blouses, \$1.95
Georgette and crepe de chine blouses, attractively made in new summer styles and shades,—a group of about one hundred marked at.....\$1.95

Smart Wool Sweaters and Knitted Capes Half Price.
Of course vacationists this year are finding sweaters indispensable, and this offer of our entire stock of wool and worsted sweaters and novelty knitted sport capes is very timely. Any of them may be had at half their usual prices.

Toilet Goods Specials
50c Amproco Medicated Coconut Oil Shampoo... 39c
50c Pebecco and Pepsodent Tooth Paste... 36c
50c Hind's Honey and Almond Cream... 36c
25c Palmolive Face Powder, 15c
75c Luxuria Cold Cream 69c

New Ratine Sport Skirting, 79c Yd.
Nothing will make a smarter sport skirt than this handsome new French ratine. It is very new, very popular, and a remarkable value at only... 79c yard

69c Gossard Brassieres, 49c
A fine lot of new Gossard Brassieres, in all wanted styles—very special at... 49c

\$1.25 Gossard Brassieres, 85c
Attractive styles in Gossard Brassieres, in both pink and white. Special for tomorrow at... 85c

\$1.95 Triple A Long Cloth, \$1.59
A new, fresh lot of triple A Long Cloth, in a special ten-yard value at... \$1.59

Fancy and Plain Pongees, \$1.25
One lot of fancy and plain pongees, in splendid qualities and values of far more than the sale price of \$1.25 yard.

\$12.00 New Binner Corsets, \$4.95
Values to \$12.00 in new Binner corsets—several styles and splendid brocaded materials, at only... \$4.95

\$7.50 Pretty Silk Gowns, \$2.95
Dainty gowns of flesh crepe de chine, in lace-trimmed and tailored modes, some with touches of embroidery. A big special at \$2.95

Lawns and Dimities Very Special at 19c Yard
You're probably needing material of this kind right now, and you'll find a big group of it here tomorrow, marked at only... 19c yard

25c Linen Handkerchiefs, 14c
Linen handkerchiefs, some plain and others with attractive designs, in 25c values at only... 14c

Hour Specials For Friday

From Nine to Ten O'clock

Regular \$1.50 values in Muslin Underwear—Gowns and Teddies—prettily made in attractive styles—at only, each... 59c

From Ten to Eleven O'clock
Regular 30c Brillo, for cleaning and polishing aluminum, from our Downstairs section, marked at just half the regular price—package... 15c

From Eleven to Twelve O'clock
A big new lot of fine Printed Organdies, in attractive checks and a regular 59c value at only yard... 29c

From Twelve to One O'clock
A big lot of plain and fancy bordered Handkerchiefs in both men's and women's sizes, and regular 25c values, for one hour only at each... 10c

From One to Two O'clock
A fine big group of regular \$1.00 bags, of tooled leathers, in envelope and regulation styles—for one hour at each... 50c

From Two to Three O'clock
New natural Pongee, selling regularly at \$1.00 a yard and offered as an extra fine special for one hour at the yard... 45c

From Three to Four O'clock
A group of twenty-five handsome suits of the most popular materials and very handsome styles, in values of \$30.00 and \$40.00 for one hour at only... \$14.95

From Four to Five O'clock
Thirty-six lovely made-up Gowns, in pink and white, stamped for embroidery in attractive designs. A regular \$1.50 value at... \$1.00

From Five to Six O'clock
White and Colored Frocks of organdie and voile for the miss of 8 to 14 years, marked regularly from \$5.00 to \$8.50. The styles are exceptionally good, and the quality of materials unusual. A big value for one hour at... 95c

\$2.50 New Thread Silk Hose, \$1.50
A big new lot of full fashioned thread silk hose, in regular \$2.50 values, marked as a big special for today at... \$1.50 pair

\$1.59 English Long Cloth, \$1.29
Ten yard bolts of very fine English Long Cloth, as a big special for the Twenty-seven Hour sale, at... \$1.29 bolt

Fancy Sport Skirtings, \$3.69
A group of our prettiest sport skirtings, in the most attractive patterns, and an unusual value at... \$3.69 yard

Handsome Radium Laces, \$1.39
Thirty-six inch radium laces, in pretty colors, and a very special sale value at... \$1.39 yd

\$2.00 Imported Embroidered Organdies, dies \$1.49
Regular \$2.00 imported organdie, in both light and dark shades, embroidered in contrasting colors—a big new lot at... \$1.49 yard

60c Checked and Striped Flaxons, 38c
A beautiful quality of Flaxon, in checked and striped patterns, a very unusual value at... 38c yd.

Sheer Colored Organdies, 55c
A big lot of colored organdies, of a very fine, sheer quality and 40 inches wide—Very special at... 55c yard

\$35.00 Decorated Dinner Sets, \$25.00
Fifty-three piece decorated English China dinner sets, in very attractive patterns; a big value at... \$25.00

Our Entire Stock of Suits WILL BE SOLD DURING THIS SALE FOR HALF PRICE.
Our entire stock of spring and summer suits, including all fashionable materials, and dress, semi-dress, tailored and sports styles, at only half price. They are values of from \$25 to \$98.50.

75c Fillet Marquissette, 45c Yard
50-inch fillet marquissette, in white, ivory and ecru—a timely special at... 45c yard

Other Specials from Our Downstairs' Section
\$2.00 White Enamel combination slop jars, with covers \$1.48
\$1.50 Yellow mixing Bowls—nest of five in assorted sizes... \$1.00
\$4.50 Guaranteed Eight-day nickel alarm clocks... \$2.98
Also—one-third off on all nickel goods, and one-fourth off on our attractive stock of framed pictures.

Attractive Laundry Bags, 49c
Pink and cream laundry bags, very attractive and a special value at only... 49c

Our Basement Tea Room is Always Open From 9:30 to 5:30.

J. B. Ivey & Company

Special Sale of 5,000 Columbia Records at 69c