

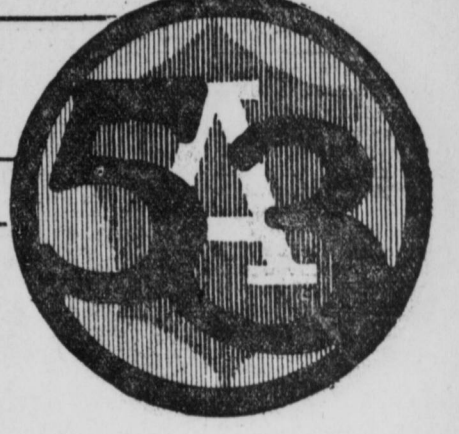


DOWNSTAIRS at AYRES'

AYRES' SERVICE

GOOD MERCHANDISE

LOW PRICES



Tomorrow morning at nine the Fifty-Third Anniversary Sale of Ayres' store will start in full swing—with all departments in the Downstairs stocked with great, imposing quantities of Ayres standard quality merchandise at the lowest possible prices. It is an occasion of extraordinary importance representing months of

steady preparation. Some of the purchases date back to last January, others were made through the year—our stockrooms have been burdened with the vast quantities stored for this sale. Only a portion of it appears in this ad. The quantities advertised will be on sale as long as they last. We invite mail orders unless otherwise specified.

2500 Women's Flannelette Nightgowns each, 69c



Now is the logical time to get your winter's supply. Slipover style, short sleeves, hem-stitched trimmed. This purchase is undoubtedly exceptional from a customer's standpoint.

1,500 Women's Flannelette Nightgowns, Each, 79c

Our standard high quality garments, well tailored and made with double yoke; long sleeves; with and without collars; several styles to choose from; open in front.

500 Wom. Extra Full Roomy Flannelette Gowns With long sleeves; extra large sizes. Anniversary Sale price \$1.19



200 Wonderful Dresses, each 1.95

Pure linen and fine quality poplin frocks in attractive styles with neat braid and self material trimmings. Some in delightful solid colors and plaids—tan, blue and green. Sizes 36 to 44. Only an event of this importance could bring such values.



1000 Women's Sateen Costume Slips, each 65c

Strictly high quality, well-tailored garments with bodice top, self straps; in practically every wanted shade including black, navy, grey, tan, green, brown, open, flesh, white, pearly, light blue, and so on. Sizes 36 to 44. Our lowest price for these qualities.

Stout Sizes in Women's Costume Slips, each, 85c

Fashioned of heavy sateen in solid colors; cut full and roomy; bodice top. Wanted colors. Exceptional values.

Women's Bandeaux, Special, 17c
Medium width; flesh color; good, double cloth; back closing. Sizes 32 to 38.

Women's Warner Bros. Brassieres, 25c
Guaranteed brassieres; well fitting; wide and in flesh color; sizes 32 to 42.

Women's Striped Sateen Bloomers, Pair, 89c

Imported striped sateen garments, nicely finished with double cuff (reinforced) elastic top; 60-inch seat; sizes 27 and 29 lengths; black, navy, pearly, light blue and tan; other colors.

1000 Pairs Women's Silk and Wool Hose, pair 59c; 2 pairs \$1



Women will appreciate these splendid values in pure silk and wool, winter weight hose with lisle hemmed tops or silk and wool hemmed tops; seamed back and fully reinforced foot; sizes 8 1/2 to 10. Irregulars from a nationally known mill. Black, brown and green heather.

1000 Pairs Women's Silk and Silk and Rayon Fashioned Hose, pair, \$1.

Of high quality pure silk and silk and rayon full fashioned hose with lisle garter top, heel, toe and sole. Reinforced at all points of wear. Sizes 8 1/2 to 10. Black, white, gunmetal, log cabin, atmosphere, French nude, grey, Russian tan, beige, cordovan, harvest, freckles, mode, peach, airdale, sandalwood, silver grey.

2000 Pairs Women's Imported Kid Gloves, pair 1.29



Smart, new kid gloves in the greatest sale of its kind the downstairs store has held. Late style turn-up and turn-down cuffs. Contrasting color combinations. Styles for street and dress. Sizes 6 to 8. Brown, dark tan, light grey, black, stone grey.

900 Pairs Misses' Brushed Wool Gauntlets, pair, 59c

A cozy, warm, brushed wool glove for winter street, sports and school wear. These striking values are made possible through another special purchase for the Anniversary Sale. Sizes for girls, women and misses.

1100 Pairs Children's Full-Length Mercerized Hose, pair 35c; 3 pairs \$1



A special sale of hose of fine quality mercerized lisle in English ribbed style; elastic and leg double heel and toe; sizes 6 to 9 1/2. Black, Russian calf, maple, sand, Palm Beach, Buck and camel. Here is an offering that will permit every money-saving mother the opportunity of the season to buy a quantity of these stockings at this superb saving.

800 Pairs Children's Rayon Plaited Hose, pair, 50c

A full-length stocking that is rayon plaited in English ribbed style; plain knitted foot and double heel and toe; a splendid service-giving stock for all-occasion wear. Sizes 6 to 9 1/2. Assorted colors. Irregulars.

300 Fitted Hand Bags, special 89c

Beautiful patent, goat and calf finish in the wanted underarm style. Black, brown, tan and grey. Bags are all nicely lined and fitted with mirrors, some have inside mirrors. A very special price.



Little Tots' Winter Coats, 2.95

As a very special feature in the Anniversary Sale we will offer these splendid coat values at \$2.95, a price much below what you would ordinarily pay. The styles are clever for the little ones and the practicability and warmth are undisputed. Fashioned of warm flannels, chinchillas, broadcloths. Sturdy knockabout, tailored styles and more dressy ones. Well lined and smartly trimmed. Red, buff and peacock. Sizes 2 to 6.

Other fine winter coats for tots at... \$7.95

500 Little Tots' Sweater Suits, 3.95

Four-piece brushed wool sets, including sweater, cap, leggings and mittens; there is also a group of link and link style suits with sweater, cap and leggings. Buff, red, taupe and white. This winter suit is quite indispensable to baby's comfort. An outstanding value in the infants' Department.

1,200 Pairs Child's Bloomers, pair, 35c

Three pairs for \$1.00. White or black sateen of dependable quality and tailoring. These should give good service. Elastic at waist and knee; sizes 4 to 14. A special price concession from a manufacturer brings you these savings.

1,200 Pairs Infants' Wool Hose, pair, 23c

And 3 pairs for \$1.00. These hose contain about one-fourth per cent wool; a splendid quality in all-white. Sizes 4 to 6 1/2. Specially priced.

350 Sweaters for Tots and Juniors, 1.59

Slipover and coat styles; some wool, some part wool and every one of them is an outstanding value special for the sale.

200 Infants' Blankets, each, 45c

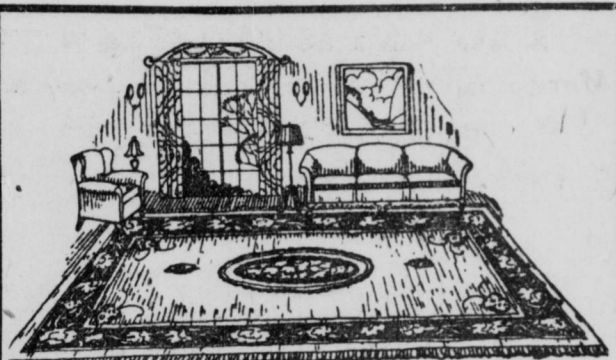
A neat cotton blanket with finished edges; comes in single style of splendid weight. Size 30x40. A very special purchase.

350 Little Tots' Rompers and Creepers, 1.29

The co-operation of another friendly manufacturer permits us to offer rompers and creepers in boys' styles, and pantie dresses of ginghams, mercerized poplin or broad cloth; cunningly styled and embroidered smocked or piped in fancy colors. White, pink, blue, green, red and lavender. Sizes 12 to 18 years. Other Pantie Dresses very special at... \$1.00

400 Child's Sleepers and Pajamas, Each, 69c

Outing flannel pajamas with front fastening, mercerized frog trimmed; sleepers are made with foot, drop-seat style, buttoning down the back. Pink and blue striped. Sizes 2 to 14. Mothers will recognize these values instantly.



53rd Anniversary SALE OF RUGS

Room Size Axminster Rugs
Seamless and Seamed Fringed Velvets

\$25

The Anniversary Sale brings to you one hundred and sixteen beautiful Axminster and fringed velvet rugs in striking color combinations, handsome designs, practical qualities and sizes for every need and purpose. Rugs for dining room, bedroom, any room. Every rug is absolutely perfect in every way.

31-9 x 12 Ardley—seamless Axminster.
19-9 x 12 Canterbury—fringed velvet.
17-8 x 10.6 Ardley—seamless Axminster
18-8 x 10.6 Winton—fringed velvets
18-8 x 10.6 Canterbury—fringed velvets
7-8 x 10.6 Manhattan—heavy Axminsters
3-8 x 10.6 Jasper—seamed Axminsters

4000 Yards Percales, yard 11c

A great big Anniversary Sale saving on percales of light and dark backgrounds; 36-inch width materials featuring small and large figured and striped effects. Cut from full bolts.

3,000 Yards Comfort Cretonne, Yard, 12 1/2c

Yard-wide cretonne in floral and Persian designs to choose from; all good colors. A special Anniversary Sale special.

Comfort Cotton Batts, Each, 79c

These are stitched and come in three-pound weight. 72x90 size. White cotton of good quality. Box of four, special at... \$3.00

750 Yards Shadow Stripe Sateen, Yard, 29c

36-inch width; good mercerized finish sateen, including blue, rose, pink, grey, helio, Nile. Very special.

Large Size Bath Towels, 25c

Special Anniversary Sale of big 22x44 size towels of heavy quality nub. Come in plain white.

Novelty Bedspreads, Each, 1.98

81 x 108—Colored stripe crinkle heavy wash spreads.
80 x 90—Plain bed sets with colored stripe.
80 x 90—Novelty weave with colored stripe.
There are at the beginning of this sale two hundred and two of these lovely spreads, and owing to the unusual saving advantages of this event we advise early shopping.

Crinkled Dimity Wash Spreads, 1.69.

Pure white, hemmed spreads; 80x90 size for double beds.

1,000 Dresser Scarfs, Sale Price, 39c

Wide lace edge or narrow lace edge—very pretty scarfs in each style; lace inserts. Ecru scarfs, machine scalloped and embroidered. Real values.

3500 Pairs Women's Low Shoes

Pumps, Straps, Oxfords

2.95



Women will have to see these low shoes to appreciate the exceedingly big values they are. Every phase of the new fashion is represented. Street oxfords, dress and semi-dress pumps and straps. Featured is the new buckle pump. 700 pairs of the oxfords have arch supports; these come in black and brown kid, military heel with rubber-top lift; combination last AAA to D width; sizes 3 to 9. High, low and military heels; of black patent, black satin, black kid.

2,000 Pairs Women's Low Shoes, 1.95

Fancy straps and oxfords of tan calf; black velvet and patent; all desirable styles for afternoon, dress, semi-dress, street and sports wear; remarkably special values. Sizes from 3 to 9.

300 Pairs Children's Shoes, 1.45 Per Pair

Special Anniversary Sale values for the shoes that are just as important as those for grown-ups. Good looking styles in smoked elk and tan calf; built on good last with wide toe; flexible sole; sizes from 2 1/2 to 5.

800 Pairs Women's Felt Slippers, 69c Per Pair

Extra heavy quality felt with moose skin soles; ribbon trimmed; pom poms on toes and padded heels. Assorted colors; ideal for gifts. Sizes 3 to 8. An extremely good value.

3000 Women's Union Suits, 89c

Real quality in a medium and heavy cotton ribbed, fleeced union suit; high neck, long sleeve, and Dutch neck and elbow sleeve style or low neck and no sleeves. Knee and ankle length. Sizes 36 to 44.

1000 Children's Union Suits, 79c

Medium heavy cotton ribbed, taped suits, slightly fleeced. "Nazareth" brand suits with high neck, long sleeves and ankle length. Drop seat style; irregulars. Sizes 2 to 12 years.

Women's Knit Skirts, 39c

Light weight cotton knit skirts with elastic tape drawstring at waist. Medium grey with contrasting color. Snug fitting. The ideal garment for cold weather. Regular sizes.

All Wool Blankets



Size 66x80 **6.95** The Pair

Beautiful quality, warm blankets that are 100% pure virgin wool. With nicely stitched ends. They are classed as seconds because of slight mill stains or misweaves. Imperfections are hardly discernible and their low price enables you to buy blankets of splendid quality and weight at prices usually paid for a lower quality that may be classed as firsts. These are double and come in size 66x80. Four-pound weight.

Fashion's New Hats

2.85



Quality hats of Lyons and Pannet velvets and satins. These are hats that show the latest trend of fashion, color and material. The greatest values we could buy. Dress hats, street hats, tailored hats, semi-dress hats and sports hats. The sale contains plenty of large head sizes. Such trimmings as applique, embroidery, flower and tailored ribbon. All the best colors of the season are shown.

Anniversary Sale of Sewing Machines



Terms as Low as \$1 per Week



Drophead machines, and in good condition... **\$9.95**

Singer and White machines, reconditioned, in good sewing order... **\$21.95**

—Downstairs Store.

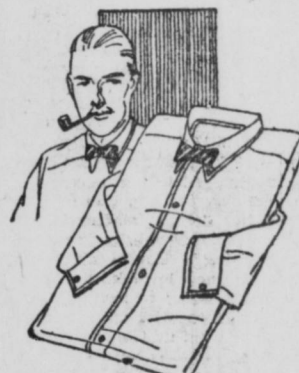
Wearwell Sheets 1.19.

Size 81x90. Tape edge sheets that have no dressing. A splendid quality of firm weave. Pure bleach.

3600 Yards Yard-wide Outing, yd. 16c

One of the greatest of the outstanding values in the yard goods department. Outing flannel in fancy light patterns, desirable for all uses that outing lends itself. To speed up service we have cut this merchandise into 2 1/2, 5, 7 1/2 and 10-yard lengths.

AYRES' DOWNSTAIRS ANNEX STORE FOR MEN Offers



3600 Men's Genuine Imported Broadcloth Shirts 1.19

3 for 3.50

A shirt event that surpasses our past remarkable sales. Shirts of a fine lustre finish, a beautiful quality and durable weight. Their lustre is retained through repeated laundering and wear. Splendidly tailored first quality shirts bearing the genuine label. Colors—white, tan, blue, grey. Collar-attached and neckband styles. Sizes 14 to 17 neck measure.

Men—Study These Savings! You Can't Beat Them!

300 Men's Ribbed Union Suits, Each, \$1.19

Medium weight, snug fitting suits with long sleeves, ankle length, closed crotch; in ecru color. Sizes 28 to 46.

300 Men's Heavier Ribbed Union Suits, \$1.29

These are random mixed union suits; irregulars of special brand "La Sayre". Soft, fleece top rib; long sleeves, full length; snug knitted wrists and ankles; "flat" look seams throughout. Sizes 36 to 46.

500 Men's Flannelette Nightshirts, Each, 85c

A comfortable and roomy garment with full-length sleeves and body; assorted blue or pink mixtures. Sizes 15 to 18.

1,200 Pairs Men's Cashmere Dress Hose, Pair, 25c

An exceptional wool and cotton mixed hosiery in plain black only; sizes 10 to 13 1/2; these are irregulars of exceptional quality.

2,400 Pairs Men's Heavier Ribbed Hose, 6 Pairs, 55c

Elastic ribbed tops; in black, brown, grey and navy; a splendid weight for winter wear. Sizes 10 to 13 1/2.

300 One-Piece Flannelette Sleeping Suits, 79c

A fleecy, warm sleeping suit for children in sizes 4 to 14 years. Long sleeves, full length garment; frog trimmed, button front, drop seat.

600 Warm Knit Caps for Boys, 89c

Warm, wool-lined caps for winter wear; they have ear flaps that button down under the chin, protecting neck and ears from cold; maroon, navy, brown and grey. Eagle and other well known brands.

300 Boys' Medium Weight Union Suits, 79c

Fine quality ribbed suits, snug fitting, accurate sizes, carefully knitted garments; ecru color; irregulars of our own special "La Sayre" brand. Sizes 2 to 16 years.

300 Pairs Boys' Sturdy Knickers, Pair, 89c

Fine quality ecru wale corduroy and wool mixed knickers; large full-cut garments with belt loops. A real for sure value in school or every day knickers.

Boys' School SUITS

Mothers Will Appreciate These Anniversary Sale Values for the Boy

5.95

Perfectly tailored suits for school or dress wear; English cut models, including coat, vest and full lined knickers; the colors that are most in demand. Sizes 8 to 17. A real Anniversary sale value. Extra Knickers to match at small additional cost.

