



DOWNSTAIRS at AYRES'

AYRES' SERVICE

GOOD MERCHANDISE

LOW PRICES



The Downstairs Store celebrates "Family Day" in the 53rd Anniversary Sale tomorrow. More stocks of specially purchased merchandise have been held back that those who have Saturday afternoon off from their work can have equal opportunity to participate in the stupendous savings. Savings for men, women and children await you all. Buy now at sale prices and pocket the difference. We are prepared for you, we expect you. We want you to benefit in the 53rd Anniversary Sale

Sale Continues—
53rd Anniversary Sale of Rugs
Room size Axminsters. Seamless and Seamed Fringed Velvets, \$25
Handsome designs, beautiful colorings, durable and fine qualities. Every rug is absolutely perfect.
\$5 Down Payment Delivers Any Rug to Your Home

A Few of the Many Sales That Continue

Outing Flannel yard, 16c

Fancy light patterns, desirable for all uses that outfit flannel lends itself. To speed service this has been cut into 2½, 5, 7½ and 10-yard lengths.

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, copen, flesh, white, pansy, light blue, and so on. Sizes 36 to 44. Our lowest price for these qualities.

Women's Brassieres, 25c

Warner Brothers' Brand These are sturdy built garments in flesh color only; back fastening models with elastic gathered sides; sizes 32 to 42. This quality for much more.

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

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

Women's Striped Sateen Bloomers, pair 79c

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

Annex Store for Men

IMPORTED ENGLISH BROADCLOTH
SUPERIOR QUALITY

Men's Genuine Imported

English Broadcloth Shirts, 1.19c (3 for 3.50)

Every shirt bears the genuine label. English broadcloth shirts are the choice of hundreds of men and these are the quality that is particularly desired. Fine lustre that is retained through repeated washing and long wear. Neckband and collar attached styles in white, tan, blue and grey. Sizes 14 to 17 neck measure.

Fancy Pillow-Cases, pair 79c

One pair in box. An excellent holiday gift. They are beautiful standard pillow cases lace trimmed with lace inserts, and some have beautiful embroidered designs. A firm weave muslin.

The 53rd Anniversary Sale of Coats Continues

Bringing Mighty Substantial Savings to Those Who Are Looking and Waiting for the Best Values Obtainable Around this Price of

\$25



We stated in our first Anniversary Sale Ad. that there is no greater demonstration of Ayres' desire and ability to give style-right apparel of high quality at lowest possible prices than this sale of coats. Thursday's sales proved that women recognized their merits.

Remember, A Small Down Payment Holds Your Coat In Our Layaway Department.

—Colors—

Lipstick Red Brown
Gacklehead Tan
Wine Black Blue

—Materials—

Bolivias Suedes
Broadcloths
Pin Points Buckskin
Novelty Plush

—Fur-Trimmings—

Manchurian Wolf Coney Flares Wrappy
Sealine Beaverette Mandel Fitch Straightline
Mandel Opossum Mandel Raccoon Princess Circular

Sizes for Misses, Women and Large Women, 15 to 52

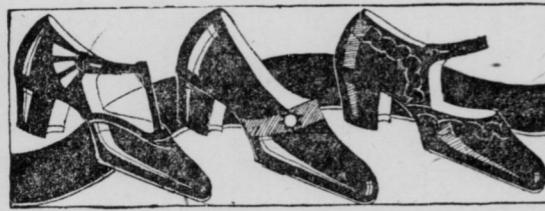
The Ten Dollar Sale of Dresses Continues

Featuring Beautiful

CANTON CREPES, GEORGETTES, SATINS, FLAT CREPES, CHIFFON VELVETS, POIRET SHEEN, POIRET TWILL
In the Season's Best Colors

BLACK, NAVY, PENCIL BLUE, GREY, GREEN, ROSE, PANSY, LIPSTICK RED, BROWN, TAN.

The demanded styles in all the flares, basque effects, princess, straightlines; trimmings of fancy beads, gay embroidery, fur, georgettes, panels, aprons and tunics. Sizes and styles for women, misses and large women, 16 to 52.



1200 Pairs Women's Low Shoes, pair 2.95

Two straps, pump, front-strap pumps, buckle pump, ties and oxfords. Included are 400 pairs of women's arch-top oxfords in black and brown kid. The Downstairs offers REGULAR good values at \$2.95, and now the sale offers out-of-the-ordinary values for the same price. Entire purchase of a factory's floor stock permits such a saving event.

200 Pairs Children's Shoes, per pair 1.65

Sizes for misses, too! Extraordinary values in brown and black patent leather shoes with extension soles with grey tops. Very dressy. Sizes 5 to 2.

800 Pairs Women's Straps and Oxfords, pair 1.95

All fancy straps and oxfords special for the sale; of black velvet, black and brown calfskin, and black suede; sizes in lot from 3 to 8.

Children's Winter Coats

7.95



Anniversary Sale Priced—purchased at wonderful price concessions. Velours, suedines, bolivias, polaires, tweeds—all finer quality fabrics. Many attractively trimmed with sealine, mandel and beaverettes. Straightline and flare effects like "grown-ups." Blue, tan, gracklehead, brown, green and red. Sizes 7 to 14.

Junior Girls' Coats, each 12.95

Velours, suedines, bolivias, polaires, tweeds. Lovely red, green, brown, tan and blue. Six lovely styles.

Little Tots' Coats, each 7.95

Broadcloths, velours, polaires and flannel; embroidered and fancy stitching trimmed. Colors blue, peacock, buff, tan, brown, taupe, red and green. Sizes 2 to 6.

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.

Junior Dresses, 2.95 and 3.95

Velvets, serge, jerseys, flannels and wool tweeds; embroidered or appliqued, coat-style effects with inverted pleat. Sizes 7 to 14.

Little Tots' Dresses, each 2.95

Striking values in jerseys and velvets; pantie style, embroidered or appliqued. Sizes 2 to 6.

Special! Birdseye and Flannelette Diapers

Sealed package; hemmed. Size 27x27. Per package \$1.59

Anniversary Sale

350 New Hats

All new and desirable styles in most of the fashionable colors

3.49

Again the Downstairs Millinery Department demonstrates its ability to give out-of-the-ordinary values. These are fashionable hats of velvets, satin and velvets, metallics, and all satins. The styles present most every shape from close-fitting turbans to wider and drooping brims. Many dressy models. Flowers, feathers, beads, embroidery and braids afford many charming trimming effects.

Ayres Downstairs Store Annex for Men

300 Men's All Virgin Wool Genuine "Thermo" Fancy Sports Coats, each 4.95

A fine quality knitted coat in V neck, coat style; with two-tone front. Sizes 36 to 44.



300 Men's Wool Mixed Slip Over and Coat Sweaters, each 2.95

Heavy rope stitch weave; big warm roll collar, heavy knitted wrists and bottoms. A wonderful value. Sizes 36 to 46.

Heavy rope stitch wool mixed coat-style sweaters in navy blue or maroon included in this assortment. All sizes.

Men's Winter Weight Union Suits, each 1.29

Snug fitting, long sleeve, ankle length. Random mixture color; full cut, well made garments. Irregulars of our famed "La Sayre" brand. Sizes 36 to 46.

Boys' One-Piece Outing Flannel Sleeping Suits, each 79c

Soft fleecy suits with long sleeves, full-length garments, neatly frog trimmed; button front, drop seat. Sizes 4 to 14.

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Boys' School SUITS

Mother's 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 knickerbockers; the colors that are most in demand. Sizes 8 to 17. A real Anniversary sale value.

Boys' Knitted Caps, each 89c

"Eagle Knit" and other standard makes. Thick nap, wool-lined; ear and neck protector flaps that button under chin.

Boys' Medium Weight Ribbed Union Suits, each 79c

Wide and snug fitting with long sleeves, ankle length, ecru color. Sizes 4 to 16. Irregulars.

Extra Knickerbockers to match at small additional cost.

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53rd Anniversary Sale of Women's Chamoisette Gloves, 79c

the pair. Washable chamoisettes with fancy turn-back cuffs and pretty stitched backs; come in medium light shades. Sizes 6 to 8½. Splendid quality that will wash.

2000 Women's Union Suits, each 89c

Heavy winter-weight cotton ribbed union suit with high and Dutch neck (with drawstring), long and elbow sleeves in ankle length. Sizes 36 to 44.

2500 Pairs Women's Pure Silk and Silk and Rayon Hose, \$1 Pair

Full-Fashioned

Highest quality material used in these full-fashioned hose. Lisle garter top, heel, toe and sole; reinforced at all points of wear. Sizes 8½ to 10. First quality. Black, white, gummetal, log cabin, atmosphere, French nude, Russian tan, grey, beige, cordovan, harvest, freckles, mode, airdale, and sandalwood.

1000 Pairs Children's Rayon Plaited Hose, each 50c pair

A full-length stocking, rayon plaited in English ribbed style with plain knit foot and double heel and toe. A practical stocking for all wear. An unusual value. Sizes 6 to 9½. Assorted colors. Irregulars.

900 Pairs Silk and Wool Hose for Women, 59c pair, 2 pairs for \$1

A splendid value in pure silk and wool hose. Some with lisle-hemmed top; some with silk and wool-hemmed top; seamed back and fully reinforced foot. Sizes 8½ to 10. Irregulars from a nationally known mill. Black, brown and green heather.

3000 Pairs Women's Rayon Plaited Sport Hose, Special, each 45c

Wonderful quality rayon plaited sports hose in English ribbed style, hemmed top and fully reinforced foot. Sizes 8½ to 10. Irregulars. Colors.

1500 Pairs Women's Rayon and Silk Hose, each 69c pair

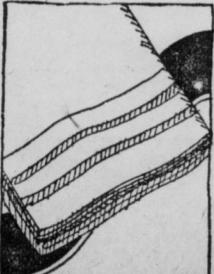
A beautiful knit hose of silk and rayon, with mercerized hemmed top, seamed back and fashioned foot fully reinforced. Irregulars. Sizes 8½ to 10. Assorted colors.

Tomorrow—53rd Anniversary Sale of Double Plaid Blankets

A timely sale of warm, comfortable blankets in a special purchase

at **2.95**

at **2.49**



Double plaid cotton blankets in fine twill weave with soft, downy nap. These come in the best designs and colors obtainable in cotton blankets. Sizes 66x80.

53rd Anniversary Sale of Sateen Bordered Comforts, each 3.95

Big, warm comforts of fine-pound weight, size 72x84. These are covered with lustrous "Sheenette" with matching sateen borders. Closely quilted.

Double cotton blankets in light weight, close weave. Plaid effects in size 66x80 and plain grey in size 70x80. A remarkable quality sheet blanket at this special price.

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