

57th ANNIVERSARY SALE DOWNSTAIRS AT AYRES

Greater Space—Greater Values—Greater Economy!

Anniversary Sale of Higher Priced

New Fall Hats

Extraordinary Values

\$1.59



These are the very finest and smartest hats New York has to offer in the popular price range—and they are offered to you at much below intended price! There are great numbers of fine felts, as well as velvets and satin-velvet combinations. In eyebrow, hair-line, turban and other popular shapes and in every fashionable autumn color. All headsizes. —Downstairs at Ayres.

Anniversary Sale of Women's

Wool Dresses

Wool Flannels
and Wool Jerseys

\$3.45



These are the well known "Harford" frocks—extraordinarily well made of fine quality, all-wool jerseys and flannels. In attractive two-piece and one-piece styles—ideal for sports and general fall and winter wear. They are becomingly trimmed with pleats, smocking, fancy buttons, ties and embroidery. In a choice of blue, tans, greens and buff. Sizes 15 to 42. These dresses will be found on the "Buy-Way"—our new group of special-value booths in the center aisle running the full length of the Downstairs Store. —Downstairs at Ayres.

Anniversary Sale of Genuine
Leather Hand-Bags

\$1 Ea.



A splendid assortment of over 600 genuine leather handbags in new strap, pouch and underarm styles. In colors to match or contrast with smart ensembles. A very special value at this low price.

Silk Triangle Scarfs,
59c Each
—Downstairs at Ayres.

Anniversary Sale of Misses' and Women's
Luxuriously Fur-Trimmed

Winter Coats

Fine Qualities at Only

\$22.50



Only an Ayres Anniversary Sale could offer such fine coats at so low a price! Every one is an authentic new fashion—made of exceptional quality fabrics—lavishly trimmed with beautiful furs—in styles for sports, dress or campus wear. Every one is attractively and durably lined, and some are interlined. Marvelous values, all. In sizes 14 to 48, for misses and women.

—Broadcloths —Smart Tweeds
—Duvbloom —Suedecloths
—Long Pile Alpacas

Popular New Colors
—Brown —Black
—Tans —Wines
—Green —Tweeds
—New Ombre Effects

Smart Fur Trimmings
—Wolf —Cocotte (Rabbit)
—Chinese Badger (China pig)
—Mandel —Caracul
—Manchurian Dog —Meskin Beaver (Rabbit)

—Downstairs at Ayres.

Our New Men's Clothing Section Opens
With a Smashing Anniversary Offering

Men's Two-Pant Suits

Purchased in Co-operation With 16
Other Great Stores—and Offered
at a Special Anniversary Price:

\$25

- Two-Button
- Three-Button
- Double Breasted



Clothing of carefully selected 100 per cent wool fabrics—correctly and smartly styled—expertly and sturdily tailored. These specifications, together with tremendously low prices, insures the most outstanding men's clothing value obtainable! These remarkable suits are the result of 16 great stores pooling their resources and employing the entire facilities of a great factory to tailor this one type of clothing according to our own strict specifications.

Sizes to Fit Everyone

—Regulars —Stouts
—Shorts —Short-Stouts
—Longs —Long-Stouts
In Sizes 34 to 48

Also 200 Fine All-Wool Topcoats at \$19.75

Fine Wool Fabrics

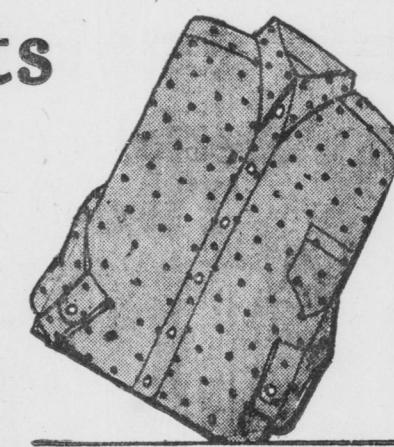
—Worsts —Serges
—Cheviots —Sharkskins
—Herring- —Twist
—bones Weaves

—Downstairs at Ayres.

3,000 Men's Shirts

Sure to Please
3,000 Men

\$1 Each



But these shirts are so fine that every man will want more than one! This is one of the best assortments of fine fabrics, patterns and colorings that we've ever offered. Every shirt is fully guaranteed for fullness, perfect fit and fast color. Choice of either collar-attached or separate collar-to-match style. Sizes 14 to 17.

—Downstairs at Ayres.

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Women's "American Girl"

Arch Support Shoes

Special for
Anniversary at

\$4 Pair



Our regular line of higher priced arch support shoes. Specially reduced for Anniversary Sale only! These have Goodyear welt construction with built-in steel arch. And they come in styles far smarter than you'd expect to find in an arch support shoe. Sizes 4½ to 9. AA to C.

—Dull Kid —Straps
—Brown Kid —Oxfords
—Patent —Buckle Pumps

—Downstairs at Ayres.

Anniversary Sale of Girls'

Jersey Frock

\$3.50



School girls' fine all-wool jersey dresses at a low, Anniversary price—at just the time when they are needed most. Two-piece and tailored styles. Very smart plain colors in combination with printed jersey. Durable enough for school and smart enough for dress wear. In tans, greens, reds and browns. Sizes 7 to 14 years.

Junior Frock, \$8.95
Fashionable dresses for high school and college girls—in heavy quality satins, cants, etc. A wide range of smart colors to choose from. Sizes 13 to 17.

—Downstairs at Ayres.

The Real Silk Mill Helps Us Celebrate—
Enabling Us to Offer Our Full-Fashioned

REAL SILK HOSE

(Substandard Quality)

At a Lower Price Than
Ever Offered Before

79c Pair

Chiffon Weight

Silk to the top, full fashioned chiffon hose with lisle reinforcements at points of greatest wear. Sizes 8½ to 10 in most of these shades:

—Gunmetal —Tea Time
—Spanish Brown —Suntan
—Boulevard —Misty Morn

Service Weight

Service weight hose of pure silk to the lisle garter hem. Full fashioned and fully reinforced. Sizes 8½ to 10, in most of these shades:

—Suntan —Beach Tan
—Misty Morn —Gunmetal
—Tea Time —Spanish Brown

REAL SILK Service Hose

55c Pair

Our regular substandard number of medium service weight "Real Silk" hose, much reduced! They are pure silk over the knee, with lisle hemmed tops, seamed back and fully reinforced heel, sole and toe. Sizes 8½ to 10 in popular hosiery shades.

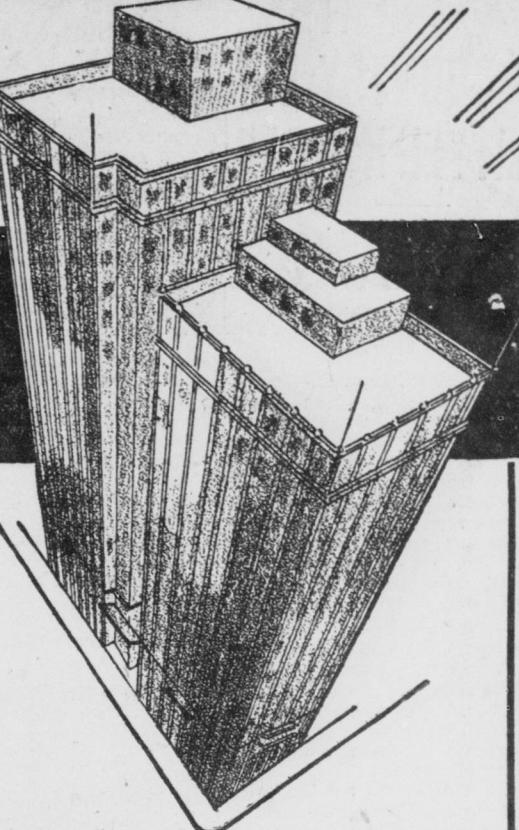
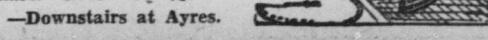
Children's Stockings, 29c Pair

Rayon plaited, full-length school stockings in ribbed-to-the-toe style. Fully reinforced: assorted colors; sizes 6 to 9½. Irregulars.

Child's Cotton Hose, 19c, or 3 Pairs, 50c

Durable school hose of combed cotton. English ribbed style with plain knit foot. Fully reinforced. Irregulars. Sizes 5 to 9½.

—Downstairs at Ayres.



THIS Anniversary Sale, starting tomorrow morning, has a significance greater than ever before. It is a celebration of 57 years of service to the community—and it marks the official "opening" of the new and greater "Ayres." Values in this sale are more remarkable than ever before, offering our friends and patrons an opportunity to supply themselves with Ayres' quality merchandise of seasonable, wanted fashions—at lowest possible prices.

Anniversary Sale of Room-Size

Axminster Rugs

\$25

9x12
9x10.6
8.3x10.6

Over a dozen good patterns and color combinations to choose from in this splendid group of heavy quality rugs. Fine for any room in the house. Choice of any of the above sizes at this very low price. Slightly imperfect.

Special Terms for Anniversary

\$1 Down Balance
Weekly

2,000 French Marquisette Panels

39c

French marquisette panel curtains in French ecru color; 3-inch hem, finished with 3-inch burlon fringe. 38 inches wide; 2½ yards long. Each

—Downstairs at Ayres.

Anniversary Sale of 700 Yards

"C. K. Eagles" Famous

Flat Crepe Remnants

Lengths Up to 3 Yards **\$1** Yard

A special purchase of these well known, fine quality flat crepes in an abundance of the fall season's favorite browns, and plenty of blacks and other popular colors. Lengths suitable for blouses, dresses, children's dresses and various trimmings. 39 inches wide.

—Downstairs at Ayres.

At a Lower Price Than Ever Offered Before

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