



AYRES DOWNSTAIRS STORE 50TH ANNIVERSARY SALE

When WINTER Comes—You'll Be Glad



Rayon Stepins 39c. Bloomers and Vest, 39c each. Pure Silk Dance Set, \$1.39. Pure Silk Chemise, \$1.39. Rayon Gown, 50c. Rayon Chemise, 50c.

ANNIVERSARY SALE OF Women's Rayon Undies

39c

50c

—BLOOMERS —PANTIES
—STEPINS —VESTS

Beautiful, FIRST QUALITY undergarments made of sturdy rayon that is woven to resist those ruinous "runs." All garments are cut full and comfortable; in neat tailored styles; regular and large sizes. Pink or peach.

—SLIPS —GOWNS —CHEMISE
—PANTIES —STEPINS —BLOOMERS

An outstanding assortment of very fine FIRST QUALITY undies in run resisting rayon—carefully made and full cut. Slips are tailored, bodice top style—gowns are lace and applique trimmed—other garments are daintily appliqued. Extra and regular sizes.

Women's Cotton Knit Union Suits 3 for \$1

Women's elastic cotton knit union suits for fall and early winter. Made with built-up shoulders and tight or shell knee. Sizes 34 to 44

—AYRES' Downstairs Store.

Lovely Pure Silk Lingerie

(2 Garments Sketched Above)

\$1.39

Women's Rayon
Costume Slips
89c



Attractive, serviceable rayon flat crepe slips in bodice top style; embroidered or lace trimmed; silhouette or hip pleat style; sizes 34 to 44. Pink or white.

Hand-Made-Gowns
3 for \$1

Very dainty, hand-made cotton gowns with trimming in contrasting colors; square or round necklines. Sizes 16 and 17.

—CHEMISE —SLIPS
—DANCE SETS

There's a riot of bewitching new styles to choose from in this splendid assortment of pure silk lingerie! Lace is used profusely and in charming new ways to trim them. Others are smartly plain tailored. Offered in a good choice of colors. Bandeau sets in sizes 32 to 36. Slips and chemise in sizes 34 to 44.

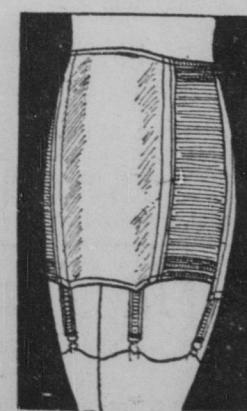
—AYRES' Downstairs Store.

Misses' Rayon Satin Girdles

'Ideal' Sanitary Goods

At a Saving of 30%

Fitted sanitary belts 39¢
Rubberized silk sanitary aprons ... 19¢ and 39¢
Brocaded and rayon satin garter belts 50¢
Apron-back girdles; elastic inserts 69¢
12-Inch elastic stepin girdles 89¢
Brocade or flowered poplin bandeaux 19¢
Brassieres; semi-fitted or long style 39¢
—AYRES' Downstairs Store.



Only \$1.00

An exceptional value is this light, comfortable 10-inch girdle! Splendidly made, with lightly boned front; elastic inserts; four hose supporters. Sizes 26 to 34.

Girdle Brassieres
\$2.59

You need one of these splendid garments to wear under fitted frocks! Of brocade or striped coutil; with or without inner belt. Sizes 34 to 48.
—AYRES' Downstairs Store.

... you'll be glad that you took the trouble to check over the whole family's winter wardrobe in SEPTEMBER! You'll be glad you discovered those worn-out blankets and comforts in plenty of time. And you'll be SO glad that you were far sighted enough to choose all those needs in the 59th Anniversary Sale in Ayres' Downstairs Store. Value-wise women know that Ayres' Anniversary means:

1 Every piece of merchandise was bought specially for this sale and is brand NEW!

2 Variety is LARGE. There are hundreds of items for men, women, children and the home.

3 Every article meets our demand for exceptional QUALITY and correct, current fashion.

4 Every item in the sale is very specially priced and represents a REMARKABLE VALUE!

Remember: The Hotter the Heat Wave, the More You'll Enjoy Shopping for "Hot" Anniversary Values Downstairs at Ayres Where It's Cool!

59th ANNIVERSARY SALE OF Men's Fast Color Athletic Shorts

29c

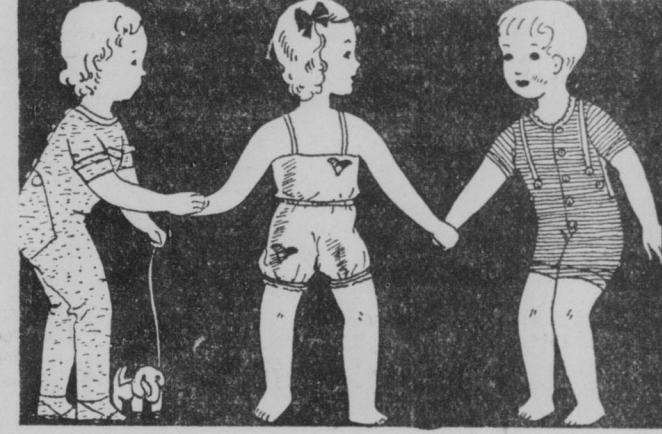
Superior quality, fast colored broadcloth shorts—made with extra full-cut seat for greater comfort; elastic side inserts in waist band. Sizes 28 to 44.

Men's Athletic
Shirts, 25c

Fine combed lisle athletic shirts; form fitting; tubular knit. A very fine value. Sizes 34 to 44. Substandards.

Knit Union
Suits, 59c

Short sleeve, ankle length suits of fine combed yarn; substandards. Sizes 36 to 50.
—AYRES' Downstairs Store.



ANNIVERSARY SALE OF CHILDREN'S Knit Union Suits

89c

Children's part-wool union suits. Made with long legs and sleeves, or knee length and short sleeves. Also with French leg. Drop seat; open in front. Sizes 2 to 12.

Children's Sleepers
89c

Knitted part wool "Minneapolis" sleepers with attached feet; drop seat. Sizes 0 to 8.

—AYRES' Downstairs Store.

Chardonized Rayon Hose With Positive Fitting, "Mode-Modeled" Ankles

Try these new CHARDONIZED rayon hose! See how beautiful they are! Your friends will think they are silk unless you tell them otherwise! THAT'S what the "Chardonize" process does to rayon! And besides it makes each rayon thread tougher—more durable. "Mode-modeled" ankles make them fit perfectly. Picot tops, ravel stop, seamed back. Sizes 8½ to 10½. Substandards—and a fine Anniversary value!

25c Pr.

"Princess Peggy" Wash Frocks

PRICED FOR ANNIVERSARY

At 89c



An anniversary is the ONLY time in the year when you can buy "Princess Peggy" frocks at such a tremendous saving! We've reduced our entire NEW FALL LINE for your choosing. "Princess Peggy" offers a new standard of QUALITY and a new individuality of STYLE. Offered in fine percales, broadcloths and 80-square prints. Sizes for misses, women and larger women.

Another Dress If Yours Fades
NOTE: Style 999 pictured herewith is advertised and endorsed by Good Housekeeping.

—AYRES' Downstairs Store.

No. 999