



ANNIVERSARY SALE

DOWNSTAIRS AT AYRES

61st Anniversary Sale!

Girls "Trucurl"

Chinchilla Coats

\$6.98

Mothers! Here is a value if you've ever seen one. It's another "Last Chance" value for after Anniversary, they'll be sold at a much higher price. "Trucurl" coats are made for warmth and durability. Suede cloth lined... Laskan lamb collar... double breasted style. Colors in green, skipper blue, red, brown. Sizes 7 to 14.

Wool Jersey Dresses, \$2

Winter days call for a good warm school dress. Here's our answer with these Anniversary priced jersey dresses, in one or two-piece styles. Sizes 7 to 14.

—Downstairs at Ayres.

QUALITY ENDURES

61st Anniversary Sale!

Probably the Last Time You Can Buy Our Famous

"TRUTH" SHEETS

At Such a Low Price—

81x99 Inches 89^C Each

The cotton code calls for higher prices on all raw materials... result higher prices on the finished materials, due to the foresight of our buyer we purchased these sheets when the prices were very low especially for our Anniversary Sale... now we offer them to you at a great saving.

Truth Pillowcases, 20c Each

—Downstairs at Ayres.

ACT NOW

Before Prices Go Higher!

ARE prices going up? Ask the housewife who finds that her budget for food has to be revised. Ask the manufacturers who find raw materials often 100% higher. Ask the retailers who can not begin to replace present stocks to sell at anywhere near today's prices. And finally, ask General Johnson. *The N. R. A. program MUST be a success—and it can not succeed unless prices rise enough to boost wages.* In the meantime, prices haven't yet attained the momentum which will mark them later. Smart people will BUY NOW—at prices that will seem too good to be true in a couple of months. We have prepared with the largest stocks in our history... BRAND NEW fall and winter merchandise of almost every description... much of it bought before wholesale prices reached their present level.

PLAN TO BUY IN OUR

61st ANNIVERSARY SALE

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Full Fashioned Chiffon REAL SILK HOSE

Irregulars 2 PAIRS \$1.00

—Friar Brown
—Indies Brown
—Spice
—Suntouch
—Fogmist

With hosiery prices skyrocketing as they are, it's real NEWS to learn that you can buy REAL SILK stockings at such a low price! These are beautifully sheer chiffon hose—pure silk to the tops—with a dainty picot edge—full fashioned for perfect fit—and fully reinforced at points of greatest wear. In smart fall hosiery shades. Sizes 8½ to 10½.

Irregulars of "Wonderband" Hose, 69c

—Smoke
—Dove Beige
—Honey Brown
—Beige Taupe
—Chukker

—Downstairs at Ayres.



61st Anniversary Sale!

Berets Take the Lead

—In Variety and Chic

Berets take a commanding lead for fall... they're the one hat fashion that women will never give up because so many different things can be done with them by just changing a clip or a feather. You'll find a beret for any costume in this great sale and the price is low... even in times like these when all prices are shooting skyward.

\$1.59

• FELTS
• SATINS

• VELVETS
• WOOLENS
—Downstairs at Ayres.

QUALITY ENDURES



61st Anniversary Sale!

"Corliss" Arch Support Shoes

Ayres' Downstairs Store's Own Brand!

\$2.99

You know the regular price of this famous quality footwear... now they're down to this low Anniversary price... a price that probably can not be duplicated again. Here are the features that make this shoe such a value... built-in Arch support... combination last... kid lined... leather and covered heels.

Sizes 4 to 9—AAA to D.

—Downstairs at Ayres.

61st Anniversary Sale!

New Winter Coats

Have More Furs—and Richer Than Any We've Seen, at

\$19.75

• Marmink • Lapin
• Beaverette (Rabbit)
• Manchurian Wolf (China Dog)
• Pointed Wolf (China Dog)

Ayres' 61st Anniversary Sale Code calls for the best fashions, the best quality, at the lowest price possible. These coats are the last-minute news in fashion, finished last week in New York. But our buyer selected the fur that trims these coats last July when the prices were very low... assuring you of a quality unobtainable now at a price like this. The fabrics whether nubby or smooth are the season's smartest. Better hurry in tomorrow; we can't duplicate a value like this.

—Downstairs at Ayres.

61st Anniversary Sale!

New Fall Dresses

Have 1890 Shoulders—Done in the 1933 Way!

\$6.95

• Soft Rabbits Woolens!
• Rich Wool Crepes!
• Luxurious Failles!
• Smart Rough Crepes!
• Beautiful Cantons!

Nearly every dress in this distinguished Anniversary Sale assortment has shoulder details that mark it as distinctly Fall 1933. There are modified 1890 shoulders... and broad shoulders in the modern manner... crested shoulders, epaulets, "wings" tucked shoulders, and "cartridge" shoulders! In sizes for juniors, misses and women.

LEFT: Sheer crepe frock in brown; jacket sleeves, full at the top to widen the shoulders. White silk pique adds contrast.

RIGHT: "Wing" shoulders and sleeves extra full at the top and slim from elbow to wrist are features of this black rough crepe frock.

—Downstairs at Ayres.