



# ANNIVERSARY SALE

## DOWNSTAIRS AT AYRES

*Just a Hint:  
Buy Now for Christmas!*

**61ST ANNIVERSARY SALE!**  
**These Bias-Cut Slips**  
 Will Iron Out the Wrinkles  
 Under Your New Fitted Frocks

**PURE SILK \$1.69**

Feminine curves are here again! And that, of course, means that a straight-line slip will NEVER do! It takes one of these fitted, bias-cut slips to lay smoothly, with never a wrinkle to mar the perfect fit of your new dress. These Anniversary Sale values are beautifully made of French finished silk crepe—trimmed with lovely imported laces—in either California V top, or straight top styles. Adjustable straps; pull-proof seams; sizes 32 to 44.

**Luxurious Silk Undies, \$1.69**  
 And under your slip... beautifully trimmed chemise, dance sets or panties... of lovely French finished silk crepe.

—Ayres  
Downstairs Store

**The Curved Figure Is "In"!**  
 Acquire Yours  
 With a New  
**"KABO" Girdle-Brassiere**

**Anniversary Priced—  
\$3.89**

Every one who "knows her fashions" is perfectly mad about the new curved figure that is so definitely "in" this fall! Call it Mae West, the wasp, or what ever you will... it's beautiful... and it DOES require a foundation garment.

This new "KABO" girdle-brassiere will mould your figure into the smooth, unbroken curved line that Fashion demands. Made of Jacquard woven rayon, with Tricot bust sections and elastic inserts.

—Downstairs at Ayres.

**You Don't Have to Pay  
"Big Money" for  
QUALITY HOSIERY**

*Buy Irregulars of*

**REAL  
SILK  
Chiffon Hosiery**

**2 Pairs \$1**

*In Our Anniversary Sale!*

These irregulars of Real Silk Hosiery are far superior in beauty and durability to many cheaply made "first quality" stockings... because only the finest fresh silk go into their making (this gives longer wear)... because only the most advanced methods of manufacture are employed... because this Anniversary Price represents a great saving.

- |               |           |                |
|---------------|-----------|----------------|
| —Friar Brown  | —Sungloom | —Smoke         |
| —Indies Brown | —Suntouch | —Natural Beige |
| —Spice        | —Fogmist  | —Dove Beige    |

**"Wonderband" Irregulars**

The long wearing stocking because it has the patented wonderband feature... along with the other 3 famous life-guards. Sizes 8½ to 10½. In all the smart fall and winter shades.

**69c**

—Downstairs at Ayres.

### NECKLINES

*Add a New Note of Interest  
to Fashion's Perfectly Lovely*

## FALL DRESSES

**In Our Anniversary Sale**

It's NECK or nothing in the new dresses... everything interesting starts right under your chin... sometimes it's an ascot and epaulets... sometimes a Gibson Girl shirt-waist with a demure high collar... sometimes it's a cape... sometimes a neckline with a contrasting color... sometimes a cowl... a cape... an old-fashioned bow tie... or a bunch of flowers to give that "bunched-up look." Sizes for women, misses and juniors.

**MATERIALS:**

- |           |           |
|-----------|-----------|
| • CREPES  | • SATINS  |
| • FAILLES | • CANTONS |
| • WOOLS   |           |

**\$6.95**



—Downstairs at Ayres  
... Where Correct  
Fashion Is Less Expensive!