

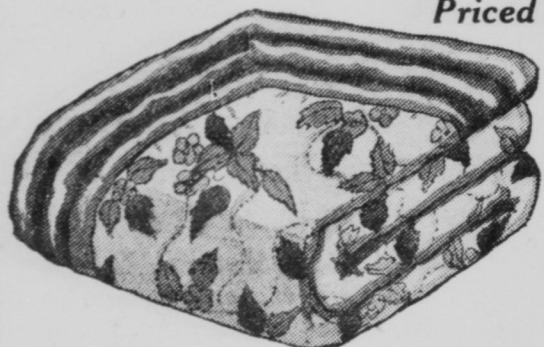


ANNIVERSARY SALE

DOWNSTAIRS AT AYRES

Wool-Filled Comforts

Priced Low—Even for Anniversary!



\$3.29

If you need comforts, BUY NOW! These are all-wool filled—with beautiful printed satine top and plain border and back. They come from one of the most reliable makers in America—therefore, you are assured of QUALITY! Cut size, 72x84 inches.
—Downstairs at Ayres.

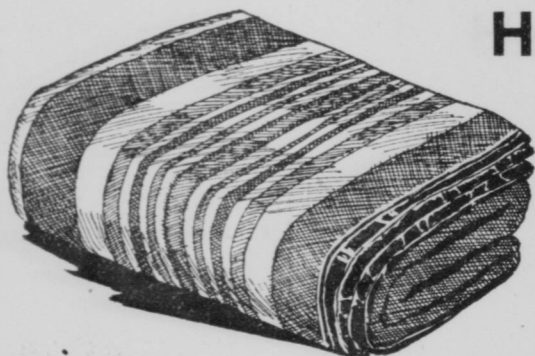
"Big Value" Comfort Batts

You get QUALITY and QUANTITY when you buy these batts! Full three pounds weight—72x90 inches—enough for one big, warm comfort. Made of unbleached cotton.

36-Inch Fancy Outing, 10c Yard

45c

—Downstairs at Ayres.



Heavy Part-Wool BLANKETS

(AT LEAST 5% WOOL)

Beautiful plaid designs in blue, rose, green, gold or lavender. Finished with satine binding. Big, heavy blankets made by the "Nashua" mills. Buy NOW at our low, Anniversary Sale price.

\$2.25
EACH

Beacon Blankets

\$2.50 Each

These are the famous "Beacon" robe blankets—in new designs and colorings. So fine and warm and beautiful that you'll want several.

Single Blankets, \$1.39

Part wool (at least 5%) blankets, 72x84 inches—with satine bound ends. Pretty plaids! \$1.39 each.

Double Blankets, \$1.25

70x80-Inch cotton plaid blankets; fleecy nap; first quality. \$1.25 pair.

—Downstairs at Ayres.

Can You AFFORD to Wait?

WE BELIEVE THE ANSWER IS "NO." If you like to get the maximum of value from every dollar (and the past few years have made that a national urge), you should do much of your Fall and Winter buying NOW—during Ayres' 61st ANNIVERSARY SALE. You know how prices have risen. You know that conditions made additional increases inevitable.

The hundreds of EXCEPTIONAL VALUES we are offering are the result of buying before prices reached their present level. The Anniversary Sale is always the most important event of our year. Today's unusual conditions give the 61st Anniversary Sale added weight.

With thousands of pieces of smart dependable, new merchandise within your reach at LOW PRICES for a limited time—you add immensely to the purchasing power of your money by stocking up now.

Buy Everything You Need
NOW . . . at Anniversary Prices

"Quality Endures"

72x99 or 81x99

"Truth" Sheets **89c**

Our supply of these famous, long-wearing sheets is fast diminishing . . . better hurry in while the price is low and the quantity is still complete. Every sheet full bleached and standard 64 x 64-thread count; guaranteed for 2 years.

"Hazel" Pillowcases, 6 for \$1

Here's why women buy so many of these exceptional values in "Hazel" Pillowcases . . . full bleached, soft finish, 60-sq. thread count . . . long wearing.

Mattress Protectors, \$1.29 Each

Save your new mattress with a long wearing protector . . . Anniversary priced. Quilted; for twin or full sized beds.
—Downstairs at Ayres.

"GOLD STANDARD"

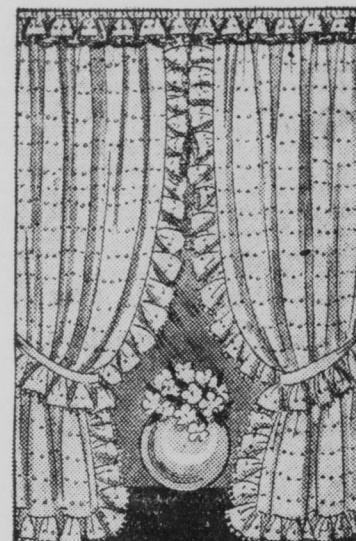
Cotton Prints **15c**

Remarkable quality . . . remarkable values in discontinued patterns of fine printed cotton wash fabrics. A wide selection of patterns for dresses, pajamas, aprons, children's wear. (Sh-h-h . . . WE think that "Gold Standard" prints are better than 80-sq. percales.)
—Downstairs at Ayres.

1,200 Yards "Stevens"

Crash Toweling **12 1/2c** Yard

Lengths from 1 to 3 yards of most all grades of Stevens' bleached toweling . . . lay in a year's supply now, while the price is low and the quantity is unlimited. Stevens' toweling is famed for its QUALITY.
—Downstairs at Ayres.



48-INCH PRISCILLA CURTAINS

\$1.19 PAIR

The quality of the material will actually take your breath away, and the price will actually make you think you're dreaming. But this is just another reason why the Anniversary Sale is noted for values. 96-Inch width to the pair . . . in cushion dot marquisette . . . either large or small dot . . . cream or ecru.

Priscilla Curtains

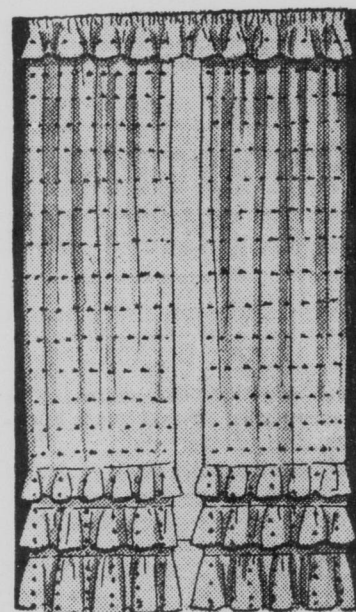
33 Inch **59c** Pair

Ready-to-hang, Priscilla curtains at a price way below normal . . . 33 inches wide by 2 1/4 yards long. Colored figured marquisette with matching ruffles. Also plain French marquisette curtains.

Priscilla Curtains

3 Pairs for **\$1**

Marvelous values in plain marquisette Priscilla curtains, in white, ecru and cream. 28 Inches wide by 2 1/6 yards long. Can you afford to wait any longer when you get curtains like these for a price like this? —Downstairs at Ayres.



"Queen Anne" FLOUNCE CURTAINS

\$1.29

Only because we worked so far in advance were we finally able to accomplish so noteworthy a value as this. These are the curtains that are gaining so much popularity in well dressed homes. Cushion dot marquisette with hemmed sides and 3 graduated ruffle flounces at the bottom. Wide ruffle cornice top. Ready to hang.

Lace Curtains

69c Each

Four beautiful patterns in lace panels . . . use one or a pair to a window. Good quality, wide, long and hemmed at sides and bottom has a wide hem. We urge you to be in early for they are exceptional values.

Filet Curtains

79c Each

Four beautiful designs in filet lace panel curtains. Use them . . . one or a pair to a window with drapes, or as a pair of curtains without drapes. Fine quality, and length and width is well cut.
—Downstairs at Ayres.

10,000 Yards of New Curtain Materials **15c** YARD

Here's your chance to recurtain your entire home at a low cost to you. Not remnants but are full bolts and you can buy all the material you want in one length from these . . .

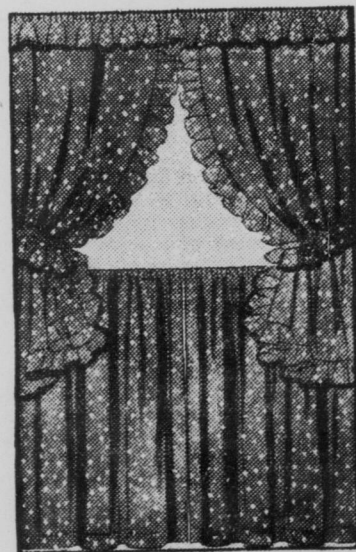
- STUDIO NETS, 36 AND 40-INCH.
- FRENCH MARQUSETTE, 40-INCH.
- SHADOW NET, 50-INCH.
- SHADOW NET, 40-INCH.
- DOTTED MARQUSETTE AND FIGURED MARQUSETTES.

—Downstairs at Ayres.

Dozens of Styles in Fine COTTAGE CURTAINS

\$1.00 Set

Just exactly 200 pairs of "not-to-be-duplicated" cottage sets . . . they were purchased from a New York manufacturer who wished to dispose of his assortment at a price 2 to 3 times below today's retail price. Dozens of styles and colors . . . but only from one to ten pair of a kind.



Bootinet Curtains

59c Pair

A dramatic value because they were purchased several months ago to sell at this low Anniversary Price. Flat tailored, square mesh curtains, 33"x2 1/4" yards long. Colors are in ecru or pastels . . . this enables you to use them in any room in the house.

Studio Net Curtains

79c Yd.

Here's luck for a few wise women who need a net glass curtain . . . and who really desire an exceptional value. Heavy mesh net, for glass curtains, while the supply lasts . . . at this low price.
—Downstairs at Ayres.



EXTRA SPECIAL!

REMNANTS NEW FALL S-I-L-K-S

At **45c** Yard

Tomorrow's the big day in our silk department! We've been saving this big, fine group of remnants and offer them for the first time. One to 2 1/2-yard lengths of fine flat crepes, Canton crepes, satin crepes—in new fall street and pastel shades.

At **59c** Yard

Three to 10-yard lengths of fine flat crepes, Canton crepes, and satin crepes—in a beautiful assortment of new fall colors. Lengths of 5 yards or less must be sold by the piece.

Rayon Taffeta, 29c Yard

Full bolts of first quality, 39-inch taffeta in a full range of pastel tints—for slips, etc.

Rayon Flat Crepe, 39c

All-rayon crepe in full bolts; pastel tints, for slips, negligees, lingerie; first quality.
—Downstairs at Ayres.