



61 ANNIVERSARY

Tomorrow a Double-Barreled Bargain Day

Tomorrow our Anniversary Sale surpasses itself in VALUE-GIVING! Read carefully every item in these two closely packed pages . . . it means "money in your pocket!" There are regular Anniversary items reduced still further because assortments are broken—and many NEW purchases not shown before marked at lower prices than we thought possible! This E. O. M. is a once-in-a-lifetime treat, offering real QUALITY and FASHION-RIGHT goods for your home and family!

Mothers! Don't Fail to Attend This SALE of Children's Shoes

A NEW Anniversary Value at—

Sizes:
8 1/2 to 12
12 1/2 to 3

\$1.59

WIDTHS:
B—C—D



And WHAT a value! Shoes designed to train growing feet! Shoes designed to resist rough and tumble wear! Yet they are offered at a price that can't be duplicated after Anniversary is over! Here's why they wear: Chrome-tanned, water-proofed horsehide soles! Leather quarter lined! U. S. Spring Step heels! Combination lasts: Genuine full-grain leather uppers! Oxfords, one-straps or kiltie oxfords—in patent, calf, black, tan or two-color combinations.

—Downstairs at Ayres.

ONE DAY ONLY!

IRREGULARS of

REAL SILK

Deluxe Hosiery

Extra Special for E. O. M.

2 PAIRS

99c

1 PAIR, 55c

Tomorrow is the first time our irregulars of "Real Silk" DELUXE hosiery have been offered in the Anniversary Sale! They are exceptional values at their regular price—at this special ONE-DAY price they are PHENOMENAL! Remember! This is the stocking with the ten exclusive features:

1. 100% FRESH Silk!
2. Patented Hem Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Genuine Silk Yarns!
9. TWO-Way Run-Stop!
10. Positive Heel Guard!

—Downstairs at Ayres.

FOR GIRLS

Girls' Wash Dresses 79c
Broadcloth or printed dresses with long, elbow, or puff sleeves. Fast colors; sizes 7 to 14.

Slipover Sweaters \$1.09
Plain color or novelty weave sweaters—all wool or wool and rayon. Long or full puff sleeves.

Girls' Jersey Dresses \$1.79
Attractive one and two-piece frocks of wool jersey; some jumper styles with wash blouses. Sizes 7 to 14.

FOR CHILDREN

Wool Slipover Sweaters 69c
Long sleeves; light or dark shades, trimmed with contrasting color; sizes 3 to 6.

Cotton Union Suits 50c
Cotton knitted suits with rayon stripe; short sleeves; knee length or French leg style; 2 to 12.

Boys' Wash Suits 59c
Two-piece broadcloth suits; appliqued or fancy stitch trimmed; sizes 2 to 6.

Infants' Walking Dresses 69c
In broadcloth or prints; smocked yoke or plain; panties to match; sizes 1 to 3.

Children's Coat Sets \$4.98
Set consists of a warm baby blue chinchilla coat (suede cloth lined), zipper leggings and a helmet. Sizes 1 to 4.

Infants' Cotton Hose 15c
In white or champagne; seconds; sizes 4 to 6 1/2.

Outing Flannel Sleepers 59c
Children's cotton outing pajamas or sleepers; fast colors; sizes 2 to 6.

Infants' Bed Pads 15c
Quilted pads—closely stitched; 17x18 inches.

3-Piece Winter Sets \$3.50
Chinchilla jacket, helmet and zipper leggings. Also one-piece snow suits; sizes 1 to 4.

FOR BOYS

Fast Color Shirts 64c
Wear resisting shirts that are cut full and comfortable; fancy patterns and plain colors. Sizes 8 to 14 1/2.

Boys' Play Suits 59c
Heavy, serviceable play suits with long sleeves and long legs; drop seats; sizes 3 to 8.

Boys' Athletic Shirts 5 for \$1
Tubular knitted, Swiss rib shirts—made to fit. 26 to 34.

Fast Color Pajamas 79c
One and two-piece pajamas in smart fancy patterns; full cut; 1-pc. 4 to 14—2-pc. 8 to 18.

Outing Flannel Pajamas 89c
Warm cotton outing pajamas—one or two-piece style; sizes 4 to 14 and 8 to 18.

School Knickers \$1.19
Full-lined knickers that will give lots of service! Knit grip bottoms; sizes 6 to 15.

Woolen Knickers \$1.89
Genuine "Hockmeyer" fancy corduroy knickers; full lined; knit grip bottoms; sizes 6 to 16.

Corduroy Slacks \$2.69
"Auto Brand" heavy corduroy slacks; with wide bottoms and wide waist band; side tabs; sizes 8 to 18.

Slipover Sweaters \$1.19
A fine assortment of sweaters in blue, tan, green, etc. Some with border trim.

Sheepskin Coats \$2.69
Black leatherette coats for winter—full lined with warm sheep skin; sizes 6 to 18.

Chinchilla Overcoats \$4.49
Double breasted, navy blue chinchilla coats with brass buttons; insignia on arm; sizes 3 to 8.

E. O. M. Only—Men's Shirts and Shorts

4 for \$1.00

Just 600 of these fine fast color shirts and shorts. Good broadcloth shorts, full cut, full seated and fine stitched. Side adjustments. Sizes 28 to 40. The shirts are fine mercerized lisle knit in select seconds. Sizes 34 to 44.

Fancy Socks 5 Pairs \$1

A fine grade hose, with double silk toe and heel. Size 10 to 12.

Fancy Socks 8 Pairs \$1

Neat patterns and neat colorings. Sizes 10 to 11 1/2.

Men's Union Suits 69c

Oneita brand of combed fine yarn. Light weight. Perfect fitting. Short sleeve and ankle length. Irregulars. 36 to 52.

Lisle Socks 6 Pairs \$1

Irregulars in plain black, will give super wear and super service. Sizes 9 1/2 to 10, 10 1/2 and 11 1/2.

Men's Pajamas \$1.15

Coat and slipover styles. Plain colors and fancy patterns. Sizes from A to D.

Mogadore Ties 4 for \$1

New fall stripes and in neat patterns. Full size. —Downstairs at Ayres.

25 Razor Blades, 39c

We tried out this blade ourselves and we got 5 of the smoothest shaves of our lives out of one blade. Multiply that by 25 blades and you get 125 shaves for only 39c. Beat it if you can. Double edged razors . . . made of surgical steel packed in cartons of 5 packages . . . 5 blades to a package.

—Downstairs at Ayres.

Men's Corduroy Slacks

A very special, special for E. O. M. In tan only with 22-inch bottoms and side straps. Collegiate style, frankly the best "buy" in corduroy slacks we've had for a long time. Hurry in the quantity's limited.

Men's Cheviot Suits

\$10.00

Blue and Oxford all-wool Cheviot suits priced low enough to meet your budget. Very special value for E. O. M.

All-Wool Overcoats

\$12.50

Men's and young men's all-wool overcoats. Blues, oxfords, and browns. —Downstairs at Ayres.

Tomorrow Only!

"Nevatere" SHEETS

Will Give 3 Years' Household Wear!

81x90 and

63x99 Sizes

66c

Purchased last summer before the Cotton Processing Tax and the Cotton Code went into effect . . . at a price now unobtainable . . . delivered to us yesterday . . . on sale tomorrow for the first time. All first quality, seamless, 60 square thread count, bleached pure white, with no starch, or other artificial filling . . . and they'll give full 3 years household wear . . . We warn you, after Anniversary it will be impossible to offer these sheets at anywhere near this price.

SIZE 81x99 or 72x99—7c EACH

300 Colonial Bedspreads, \$1.09

Full size 80x105 cotton spreads in a beautiful colonial woven design . . . Full color assortment . . . blue, rose, green, gold and lavender.

Plaid Blankets 59c

Size 70x80 . . . "Nashua" made these fine quality blankets and you know what the word Nashua means for Quality. Large size . . . use for sheet blankets . . . beautiful plaid designs.

Cotton Balls 39c Each

Comfort balls . . . 2 1/2 lb. unbleached comfort cotton. Size 72x90. Quilt Balls . . . glazed quilt cotton. In 81x96 size. Limit 2 to a customer.

Chinese Filet Tablecloths, 94c

2,600 Yards Fine Wash Goods

Fine quality wash goods . . . short lengths . . . full bolts and remnants. All exceptional quality made to sell for about 2 to 5 times this low price. Materials are . . . printed organdies . . . dimities . . . batiste . . . pique . . . voiles and many other materials.

2,100 Yards Jacqueline Prints

Printed percale of first quality . . . in full bolts. Varied selection of new patterns. Offered for the first time in this E. O. M. sale. A yard wide. All fast colors.

—Downstairs at Ayres.

Ready-Made Rayon Drapes, \$2.98 Pr.

For tomorrow only while 90 pairs of these Shakai drapes last. Made 36" wide, cut 2 1/2 yds. long. Finished 2 1/2 yds. long. Pleated tops with hooks ready-to-hang. Red, rust, green, gold.

50-Inch Sicilian

Rayon Damask 39c Yd.

Lustrous rayon finish damask in red, rust, mulberry and green. Very, very special for E. O. M.

38-In. Shadownet

12 1/2 c Yd.

Ecrù color . . . net in a fine smooth weave for glass curtains.

48-In. Crettonne 29c Yd.

Slightly misprinted but you try and find the misprint. Many designs and colors.

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE