



"QUALITY
ENDURES"

"Boy what a spender you turned out to be! No wonder you've got all the girls eatin' out of your hand" . . . "What do you mean 'spendthrift' you big bozo? Know what I paid for that suit I wore to the dance last night—just \$15.95 — and I got a spare pair of pants, too. Laugh that off, wise guy!" . . . "Now you're puttin' me on; what DID you pay for it, Jim." . . . "I'm tellin' you right—\$15.95 in Ayres Downstairs Store. And let me tell you something else, I buy ALL my duds down there. Only way I can put on the dog, as you say, on MY wages." . . . "Well I'll be darned if you're not the third guy this week that I've heard talking about Ayres Downstairs Store. Guess I'll have to look 'em over."

That's right Bill, take Jim's tip. You can buy everything you need in our big "One-Stop Men's Shop" . . .

Everybody's Talking About AYRES Downstairs Store*

(* REGISTERED)

Everybody's Talking About
The Remarkable **PRICE!** The Unusual **WIDTH!**

30-Inch Silk* Crepe

Lowest Price in Our History for Silk Flat Crepe

Wear silk for the price of cotton! A new thrift width—30 inches wide. That's how we can sell this at our lowest price ever for silk flat crepe. Use it for dresses, lingerie, linings for yourself. Dresses for the children for school or party. After this is gone we can sell it no more at this price. Choice of a host of colors including the new Fall shades. Tearose, maize, cariooca, Nile, white, brown, copen, eggshell and Nassau.

* Weighted.

39c Yd.

Remnant Lengths of Better Corduroy

1 to 8-Yd.
Lengths **49c** Yd.

This corduroy is mostly all narrow wale quality. In all the wanted colors for fall. Red, blue, green, black, and a few other popular colors. All fine quality, all 36 inches wide. Sale priced.

A Group of Fine Silks, Yard
Discontinued colors of our \$1.00 quality silks including satin crepe, canton crepe and flat crepe. While the quantity lasts. **69c**

Clearance! Silk Remnants, Each
28x18-inch square samples and regular remnants from 1/8 to 1/4 of a yard length. **5c**

Ready-Made Damask Drapes, Pair
From 1 to 5 pairs of a kind, in plain or figured weaves in blue, rust, green, rose and brown, 7 feet long. **\$2.69**

Clearance! Fine Silks and Quality Rayons!

39c Yd.

Just 2,000 yards. Silk prints, plain and novelty silks, rayon satins and crepes and rough weaves. Comes in bolts, long remnants and short remnants. Limited quantities in some remnants. Better come early!

Part-Wool Blankets
(Not Less Than 5% Wool)
Size 70x80 inches. Not less than 5% wool. In plaid colors with a wide choice of colors that you'll like. **\$2.98** PAIR

New Cotton Challis, Yard
Use for dresses. Looks like wool challis and comes in a varied selection of all the new fall patterns and fall colors. **19c**

Satine Comforts, Each
Size 72x84 inches cut size. Beautiful colors in printed satine covers with plain satine border and back. Good weight. Warm! **\$2.98**
—Downstairs at Ayres.

Another Real VALUE!

Again We Have Succeeded in Securing a Big
Shipment of Those Utterly Lovely

REAL SILK Pure-Dye Silk Slips

Irregulars
of a Very
Fine Quality
for Only—

\$1.65
Each

To find slips of the "REAL SILK" quality at this low price, is to find a real value. Only once every so often can we obtain Real Silk slips. When we do, YOU get the lowest price that's possible. That's the reason women flock into department every time we advertise them. These slips are made of lovely quality pure silk crepe. They're true bias cut and have adjustable shoulder straps, V tops with lace trim. Also tailored styles with a fitted bust line. Some have panel fronts. Sizes 34 to 44. Tearose or white.

SALE! Balbriggan Pajamas

Full cut trousers with plain band at the waist with a side fastening or plain front style with elastic back. Sizes 16 and 17. Choice of lovely colors.

\$1.09

—Downstairs at Ayres.



Clearance!

La Sayre

Full-Fashioned

Hose

Sheer Chiffon

49c Pair

Tomorrow you can save plenty on our own brand sheer chiffon hose of strictly first quality. All pure silk, full-fashioned with picot edge, ravel stop and fully reinforced at points of wear. In popular colors. Sizes 8 1/2 to 10 1/2.

—Downstairs at Ayres.

"PLAID BRAND" PAINTS

Specially Priced for Paint Week!

"Plaid Brand" Pure Linseed Oil House Paint



No better paint made. It will cover 400 square feet **\$2.69**
TWO COATS with a deep film. Choose from 14 colors. GALLON
Priced at a sensational low price.



"PLAID BRAND"
Varnish Stain **33c**
This varnishes and stains the wood at the same time in one operation, with a hardwood finish. Sensationally low priced. PINT

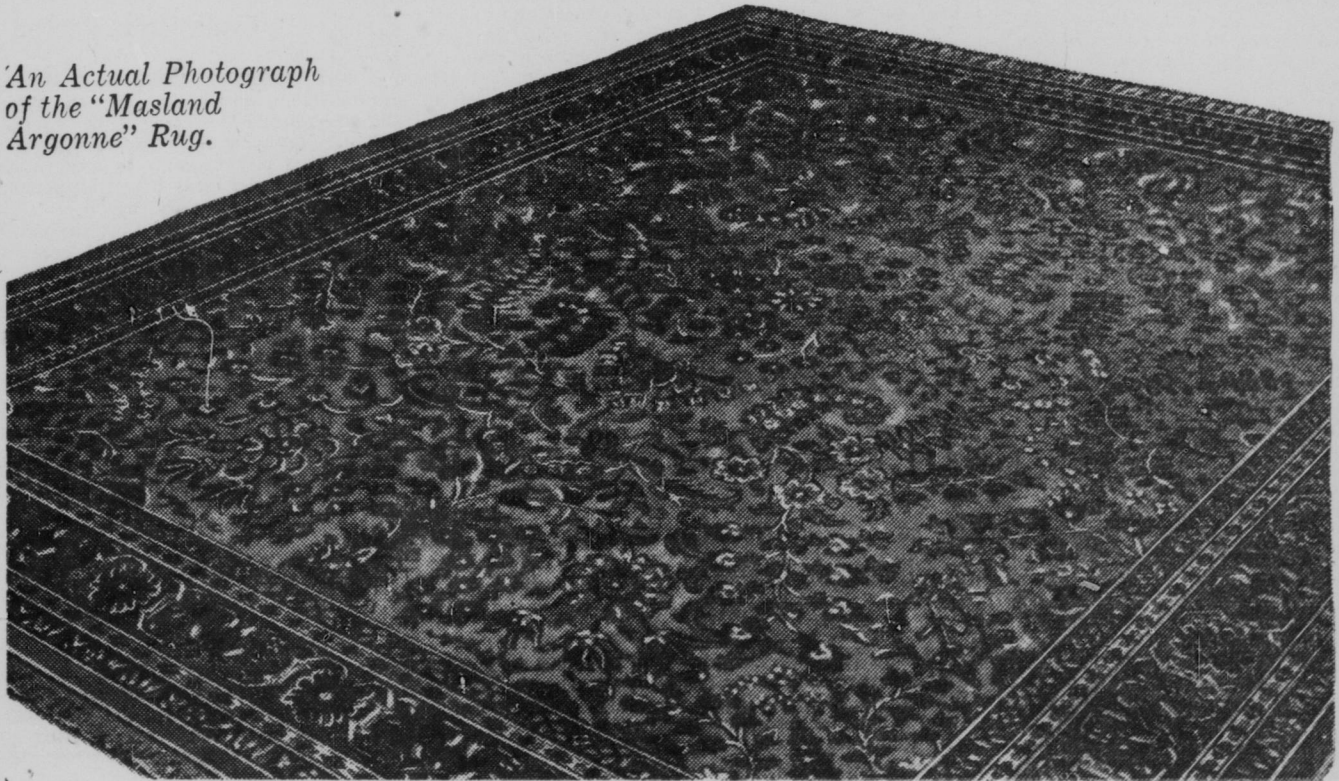
Floor Enamel qt., **69c**
Screen Enamel, For wire and wood qt., **27c**



"Plaid-Brand"
Color-Right
Enamel **\$1.98**
Gallon

Easy to apply, dries evenly and smoothly with a high gloss finish. Choose from a fine selection of beautiful colors.
—Downstairs at Ayres.

An Actual Photograph
of the "Masland
Argonne" Rug.



It's a Glutton for Punishment!

"Masland Argonne" RUG

By TEST—This rug shows no signs of Wear After
Crunching Heels—(from our Lunchroom traffic)
have tried to grind it into our Hard, Stone Floor!

\$29.95
Size
9x12

We've placed this rug at the entrance of our lunch room, where traffic is heaviest . . . come in and see for yourself how this rug wears. The Masland Argonne Rug is a thick, heavy velvet rug with a luxurious feel. It has the Latex back to prevent slipping. Large assortments of patterns to choose from in American oriental types, close reproductions of Sarouks, Lilihans, Kirmans and Chinese patterns.

(See Sept. 11th issue of Saturday Evening Post, Page 83, for news about the "Masland Argonne" durability test).

\$1.00 DOWN

Plus a small carrying charge and small monthly payments delivers this 9x12 rug to your home..

AYRES ★ DOWNSTAIRS ★ STORE