



"BETTY, OUR BUDGET IS SAVED"



Ayres Anniversary Sale is on its way! Tomorrow we will make definite announcement about the date. It's the sale of the year, because of the store behind the sale!

"It certainly was a happy day in our young married lives when you began to do all your shopping in Ayres' Downstairs Store. Why 6 months ago I thought our little old budget was headed for the rocks, and now just look! There's a decent balance even in the amusement and luxury columns." ... "Yes, John, it's really thrilling. I've not only saved money, but dear, have you noticed how much longer the children are wearing their clothes and shoes? Believe me, every stitch on the backs of all four of us comes from that store—and my sheets and towels, too." ... "Just reminds me. I heard a rumor at the office today that Ayres' are soon to have a big sale—Anniversary or some-such. Maybe we had better go there for that new living room rug you've been wanting—and, say!—it looks like friend budget is going to allow new winter coats for all of us. What say we watch for that sale?"

Yes, sir! Family groups all over town are discovering that Ayres' Downstairs Store is the place to get **QUALITY** and **FASHION** for very little money! That's why

...Everybody's Talking about

AYRES Downstairs Store*

★ Registered



Let's Go to Ayres Downstairs Store for What's Smart to Wear All Day Long!

New Sports Knit Frocks
\$3.95

Back to the KNIT standard for fall 1934. For smartness and practicability wear one of these new sports knit frocks in a lovely variety of colors. Sporty 2-piece frocks in youthful and flattering styles with all the latest details that tell the world that this is really a brand new dress you're wearing. Sizes from 14 to 20 in the group.

Plaids Green
Black Rust
Brown Blue

—Downstairs at Ayres.

Our Best Quality Plain **Rayon Undies**

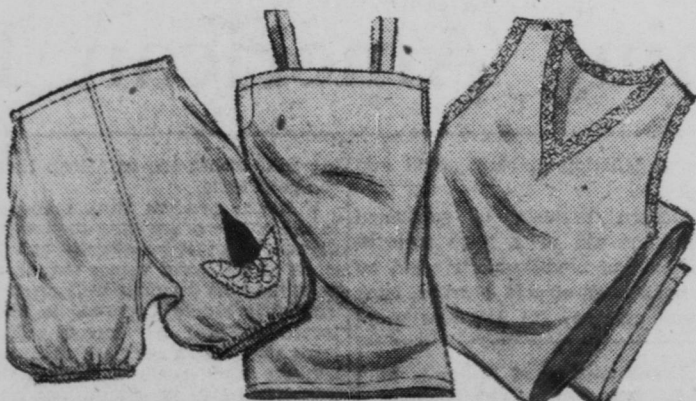
Are Real Bargains at—

39c EACH

- Panties
- Stepins
- Bloomers
- Gowns
- Vests

Comfortable, eye-appealing rayon undies like these are real bargains at a price much more than this. They have elastic at waist, bar tacked seams and are made from a fine quality rayon that will wash and wear. In flesh color. In regular sizes.

—Downstairs at Ayres.



PAINT YOUR HOUSE BEFORE WINTER COMES
—TAKE ADVANTAGE OF THE BIG SAVINGS IN

Ayres Downstairs Store's

PAINT WEEK
Featuring Our Exclusive
"PLAID BRAND"

PAINTS—VARNISHES—ENAMELS

Quality Goods for Every Purpose!

Now's the time to paint... so Ayres Downstairs Paint Department offers you many clear-cut values in Paints, Enamels and varnishes for interior or exterior use... every item priced at a sensational saving. Come early... take advantage of these savings, so you can do that "paint job" around the house now.



SUPER ★ SPECIAL
"PLAID BRAND"



Pure Linseed Oil House Paint
All pure linseed oil paint. No better paint made. It will cover 400 square feet **TWO COATS** with a deep film. 14 colors. At a sensational sale price for a top quality paint. **\$2.69 Gal.**



"PLAID BRAND"
Kitchen Gloss Enamel
\$1.00 1/2 Gal.
For use in kitchen or bathroom. Resists grease and acid. Choice of 6 colors. Easy to apply. Washable.



"PLAID BRAND"
Porch Floor Paint
\$1.00 1/2 Gal.
A fine exterior paint made to stand lots of wear. Weather-proof. Very low priced.



"PLAID BRAND"
Roof Coating
\$1.00 2 1/2 Gals.
Stop roof leaks! Use on metal or composition. Asbestos liquid coating with asphalt base.



"PLAID BRAND"
Flat Paint
\$1.39 Gal.
For walls or ceilings. Choice of 8 shades. At a sensational price! Washable.

ORDER BY MAIL—OR PHONE Riley 9441



"PLAID BRAND"
Best Enamel
\$1.00 Qt.
This 4-hour enamel is easy to spread and leaves no brush-marks. For hard wear.



"PLAID BRAND"
Floor Enamel
\$1.00 1/2 Gal.
A long-wearing paint for interior wood or cement. High gloss quality.



"PLAID BRAND"
Varnish Stain
79c Qt.
Varnishes and stains in one operation, produces a hard-wood finish.



"PLAID BRAND"
Linoleum Varnish
79c Qt.
Protects the pattern. Has a high gloss and hard finish. Transparent. Quick dry.



"PLAID BRAND"
Ready Mixed Paint
\$1.00 Gal.
Meets the demand for a reliable, inexpensive, all around paint. Limited quantity.



"PLAID BRAND"
Spar Varnish
98c Gal.
For inside or outside use. Will not peel, chip or scratch white. Limited quantity.



It's a Pleasure to Buy New Clothes for New Babies... In Our Attractive New Infants' Department ★ ★ ★ ★

"QUALITY ENDURES"

For whatever your needs... from a card of safety pins to a medicine dropper, from "Regal Regalia" to a tiny knit shirt... Ayres Downstairs Store Infants' Department is sure to have a complete selection in size and colors for his "Nibs." All of the finest Ayres' standard of quality... at prices that are exceptionally low. Just another reason why

Everybody's Talking About
Ayres Downstairs Store ★

★ Registered

AYRES ★ DOWNSTAIRS ★ STORE