

"QUALITY ENDURES"

Everybody's Talking About Our Great . . .

**62nd Anniversary Sale Value!**

Brand New! Grand New!

**Fall Hats**Dozens and  
Dozens of  
Fall Styles  
and Fabrics**\$1.59**  
Each

Come to the Anniversary Sale for your thrilling new fall hat. You'll find berets, tricornes, all kinds of brims, profiles, tyrolean crowns, turbans and pill boxes in velvets, felts, rabbits hair knits with all the newest trims. All headsizes, from 21 to 24 inches.

—Downstairs at Ayres.

You'll Find Super-Savings  
On These Smart, New**Fall Shoes**

At a Low Anniversary Sale Price!

**\$1.79**  
Pair

These are remarkable values because we have a shoe to fit your feet. Pumps, straps, oxfords in kid and calf skin with dainty trims. Leather soles that will wear. Comfortable and stylish shoes in sizes 3 to 8, widths AA to C.

—Downstairs at Ayres.

**62nd Anniversary Sale Value!**Luxurious Furs! New  
Fabric Weaves! And  
A Sensational Low Price!**Fur-Trimmed  
COATS**Sizes for  
Women,  
Misses  
and  
Juniors!**\$13.95**

Just imagine in this day and age a lovely fur-trimmed coat piled high with soft, sleeky fur at this low price. Here it is—an Anniversary Sale thriller! Choose from large assortments in black, brown and green colors in all the new weaves with your choice of fur trim. Fashioned after the fashion stars of 1934.

—Downstairs at Ayres.

**More Values  
Tomorrow!**

The 62nd Anniversary Sale is now in full swing! Thousands of shoppers came Saturday, the first day, and shared in the many EXCEPTIONAL BARGAINS in this—the most important sale of the year. *More values are ready for Tuesday in Ayres Downstairs Store.* The new fashions for everybody are here—for men, for women, for children, for the home . . . new fashions in dresses, coats, suits, school clothes, shoes, dress accessories and home furnishings. There is GREAT VARIETY in every department . . . every article of AYRES QUALITY . . . at LOWEST POSSIBLE PRICES.

**Now It's Up to You How Much  
You Save During Our Great  
Anniversary Sale—Downstairs at Ayres!****A Spectacular Anniversary Sale Value!****No. 5 Cloth Undies****44c**  
Ea.**Bemberg Panel Front SLIPS** \$1.00

These Bemberg panel slips cost much more. They have adjustable shoulder straps, lace hems and tops. Flesh, tearose, white and black. Sizes 34 to 44.

—Downstairs at Ayres.

**Girls' Smart  
Fur-Lined  
Coats**  
**\$9.98**Anniversary  
Sale Price!

If their new fall coat is fur-lined then they'll like it. If it comes in novelty wool and tweed fabrics then it is correct. And if you bought it in the Anniversary Sale then you've saved money and we've pleased everybody. Sizes 10 to 16.

**Girls' School DRESSES**Our famous Cinderella brand and some "Clubby" brand included. In plaids, checks, stripes and florals of fast color print material and fine count broadcloth. Sizes 7 to 16. **\$1.49****Girls' Twin Sweater Sets**All-wool twin sweater sets in a large selection of heavenly colors. Blues, yellows, orange, reds, greens, with contrasting colors. Sizes 30 to 36. **\$1.59****Girls' Wash Dresses, Ea., 94c**

—Downstairs at Ayres.

**A Low Anniversary Sale Price  
For Lovely New Fall Fashions!****"Thrifty-Price"  
Dresses**Sizes for  
Women, Misses  
and Collegiennes **\$3.69**

Smartness and youth is written in every line of these "Thrifty Price" dress fashions. You'll find all the workmanlike details of cut, fit and finish that you look for in dresses priced a whole lot higher . . . at this one low Anniversary Sale price. Take your pick from all the new fall colors and trims and styles. Sizes from 14 to 44 in the selection.

Rayon Crepes      Angoras      Sport Styles  
Travel Crepes      Bunny Wools      Jerseys  
2-Pc. Knits      Tailored Styles      Shirtwaist  
Silvertone Wool      Business Styles      Styles

—Downstairs at Ayres.

