

"QUALITY ENDURES"

EVERYBODY'S TALKING ABOUT OUR . . .

62 ANNIVERSARY SALE

DOWNSTAIRS at AYRES

SENSATIONAL SAVING!

An Anniversary "Low" That May Never Be Repeated After This Great Sale!

IRREGULARS OF

REAL SILK

DeLuxe Chiffon Hose

NOTE: First Qualities of These Hose Are Sold Nationally at About Three Times This Price!

55c

REAL SILK Service Weight DeLuxe Hose
60c Pair Irregulars

Ring up another triumph for Ayres Downstairs Store. The Anniversary Sale brings you women (perhaps for the last time) a sensational saving on Real Silk DeLuxe Hose. They're clear, sheer and utterly beautiful to feast your eyes on. They're made to give longer than just ordinary mileage. Protected by the 10 valiant guardsmen that give hose longer life and beauty. Here they are...

- 1. Fresh Elastic 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-Sealed Silk Yarn!
- 9. Two-Way Run Stop!
- 10. Double-Thick Grenine Silk Heel!

—Downstairs at Ayres.

Anniversary Value!

Here's the Cream of the Crop of Fall

COTTON FROCKS

- Plaids
- Checks
- Dots
- Florals
- Stripes

\$1.39

Here's every style you need for fall and winter in cotton wash frocks. At a price that says you can afford several different styles. Sports styles, shirtwaist styles and dressy styles to wear to work or to town. Green, blues, navy, reds, orange, yellow and brown colors with plenty of trims in bright contrasting colors. Long and short sleeve styles. Sizes 14 to 52.

—Downstairs at Ayres.

Anniversary Value!

Children's 3-Piece

COAT SETS

Coat
Leggins
Helmet } **\$5.98**

Parents, it's the children's turn now, buy them something for these cold Indiana winters. These coat sets are made of warm chinchilla wool. They come in lovely shades of blue, red, brown and green. Sizes 3 to 6 years.

Brother-and-Sister Suits, **94c**

Warm all-wool jersey brother and sister suits that are cuter 'n a button. They have a dainty applique trim that's just as adorable as can be. Sizes 3 to 6 years.



It would take weeks of ordinary shopping to find as many remarkable values as you'll find daily in this great Anniversary Sale . . .

Even ONE real bargain is a thrill! Multiply it by hundreds and you have some idea of what's waiting for you at Ayres Downstairs Store. In every department, wherever you go, you'll see LOW PRICES on smart, new merchandise of dependable Ayres' quality—on clothes and fashionable accessories for women, men and children . . . on attractive furnishings for the home . . . on all things you need for the new season.

Plan to Shop Daily in This Big Store-on-One-Floor!

ANNIVERSARY SALE VALUE!

Kabo Foundations

Including Many Very Higher Priced Garments!

\$3.49



Fit your dress over a Kabo foundation garment . . . then watch the difference in your appearance. It gives you those slim youthful lines, the sculptured slenderness of the 1934 silhouette and it makes your dress fit like a million. But best of all they're Anniversary Priced. The group consists of corsettes, inner belt models, lace or swami top brassiere styles. Sizes 34 to 46.

—Downstairs at Ayres.

Other Corsettes and Girdles

These garments are of a well-known make. Well made, fashioned for your new fall dresses and have quality materials in them. And at a "low" Anniversary Sale price.

\$1.98

—Downstairs at Ayres.

ANNIVERSARY SALE VALUE!

Pure Silk Undies

Lavishly Trimmed With Lovely Laces

- SLIPS!
- CHEMISE!
- BANDEAU SETS!

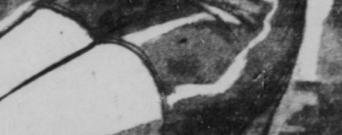
84c EA.

Every woman loves a bargain . . . so here's a sale of pure silk undies at a marvelous low Anniversary Sale price. The slips and chemise have lovely lace trim, are bias cut with adjustable shoulder straps. The Dancettes have a lace trim bandeau with panties to match. Sizes 32 to 36 in the group. Flesh tearose and white colors.

Bemberg Slips, \$1.00

These long-wearing Bemberg slips have adjustable shoulder straps, lace tops and hem with a long panel front. Flesh, tearose, white and black colors. Sizes 34 to 44. —Downstairs at Ayres.

—Downstairs at Ayres.



No. 5 Cloth Rayons

Rayon chemise, panties, stepins, bloomers and vests nicely tailored in flesh or tearose colors. Sizes 34 to 42.

44c EACH



9x12 American Oriental Rug, perfect, colors woven thru to back. **\$29**

Seamless type . . . **\$29**

9x12 Royal Wilton Rug of heavy quality. Choice of lovely patterns and colors . . . **\$39**

9x12 Seamless Lustre Type Rug in beautiful patterns and colors. Imperfects . . . **\$19.69**

9x12 All-Hair Rug Pad to protect the beauty and life of your rug. Special at . . . **\$3.39**

Innerspring Mattress of Hirschman make. Choice of green or blue ticks, full size . . . **\$9.95**

Boys' Latham Shirts in plain white and fancy patterns. Sizes 8 to 14½. Each . . . **65c**

Boys' Pajamas in plain and fancy colors in coat and slipover styles. Sizes 8 to 18. Each . . . **79c**

Boys' All-Wool Sweaters in slipover style. Sleeveless. Large, choice of colors. Sizes 28 to 36. Each . . . **69c**

Boys' Slipover Sweaters in all-wool. Long sleeves. Choice of colors. Sizes 28 to 36 . . . **\$1.59**

Boys' Knickers of all-wool. Full lined, knit grip bottoms. Sizes 6 to 14. Pair . . . **\$1.00**

Boys' Slacks of long wearing corduroy. Choice of colors. Wide bottoms. Sizes 8 to 18 . . . **\$1.79**

Boys' Raincoats in black leatherette, full belted, full length. Helmets to match. Sizes 8 to 18 . . . **\$2.19**

Sheep Lined Coats of black leatherette. Large fleecy collar. Sizes 6 to 18 . . . **\$2.69**

Boys' Heavy Sweaters of part-wool. Long sleeves, slipover style. Sizes 30 to 36. Each . . . **\$1.00**

Boys' Jackets of plain color corduroy. Have a zipper front and tailored back. Size 8 to 18 . . . **\$2.79**

Boys' Corduroy Knickers, full lined, knit grip bottoms, fast color. Grey and tan. Sizes 6 to 13 . . . **\$1.65**

Boys' Crusade Shirts in blue and white colors. Well made and nicely made. Sizes 8 to 14. Each . . . **55c**

Reversible Blankets of heavy all-wool. Size 66x80-inch. Classed as imperfects, Each . . . **\$3.89**

Bates Spreads, size 80x105 inches, colored stripe pattern . . . **\$1.59**

Steven's Towels of very heavy quality. Imperfects. Ea. . . **15c**

Colored Pillow Tubing, in blue, pink, peach, green, orchid. Yard . . . **19c**

Curtain Goods of fish net, 40 ins. wide, full bolts; yard . . . **13c**

40-Inch Rayon Drapery, in fine corded weave; wanted colors; yard . . . **39c**

Lace Curtains, with adjustable top, in mesh and cocoa; each . . . **\$1.19**

Linen Napkins, size 16x16, plain hems, damask patterns; 12 for . . . **\$1.50**

Wash Cloths, in assorted color borders, bundle of 12 . . . **50c**

2½-yd. Curtains in priscilla or tailored style. Actual size when cut. Pair . . . **77c**

"Nevatere" Sheers, built for service, size 81x99—72x99 or 63x99-inch. Each . . . **79c**