

"QUALITY ENDURES"

EVERYBODY'S TALKING ABOUT OUR ...

# 162<sup>ND</sup> 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!

# 55<sup>c</sup>

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!        | 5. Triple-Fast Dyes!         | 9. Two-Way Run Stop!                |
| 2. Patented Hem-Guard!        | 6. Flat-Seam Sole!           | 10. Double-Thick Grenine Silk Heel! |
| 3. Patented No-Hole Hem!      | 7. Cradle Dura-Foot!         |                                     |
| 4. Strain-Proof Instep Point! | 8. Genuine-Sealed Silk Yarn! |                                     |
- Downstairs at Ayres.

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.

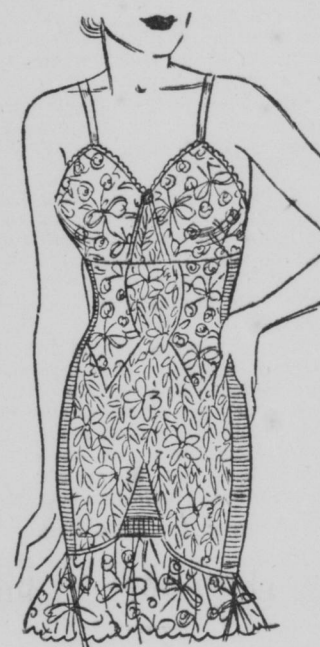
Plan to Shop Daily in This Big Store-on-One-Floor!

### 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.

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.  
—Downstairs at Ayres.

# \$1.98

9x12 American Oriental Rug, perfect, colors woven thru to back.

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 14 1/2. 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

2 1/2-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

### 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 32.

—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. —Downstairs at Ayres.

### ANNIVERSARY SALE VALUE!

## Pure Silk Undies

Lavishly Trimmed With Lovely Laces

- SLIPS!
- CHEMISE!
- BANDEAU SETS!

# 84<sup>c</sup> 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 bandeaux 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 hems with a long panel front. Flesh, tearose, white and black colors. Sizes 34 to 44. —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. EACH

# 44<sup>c</sup>