

"QUALITY ENDURES"

Only EIGHT MORE DAYS to Save in This Great . . .

62ND ANNIVERSARY SALE

DOWNSTAIRS at AYRES

New Fall Hats

88c A Low Anniversary Sale Price!

Felts
Velvets
Knits
Dress Types
Sports Types
Street Types



All the Smart New Fall Fashions!

Autumn is no season for you to go about without a new hat. Especially when the Anniversary Sale brings you the newest fall hat fashions for such little money. And we have every style you've seen pictured in the fashion magazines and the papers. Every fabric, too. Every fall color that will please your eye, for every occasion day or night.

Turbans
Tricornes

Brims
Berets

Veil Types
Villon Types
—Downstairs at Ayres.



Our Most Popular Bargain in the Sale!

New Fall Shoes

At a Super Anniversary Savings!

\$1.79
PAIR

• Pumps • Straps
• Oxfords • Ties

These are remarkable values because they offer plenty of style, quality and wearability at a low Anniversary price. Choose from 1,500 pairs in suedes, grain leathers and kid or calf skin with dainty trims. They have leather soles that will wear. And they have comfort as well as style built into them. Sizes 3 to 8. Widths AA to C. Style and Arch models.
—Downstairs at Ayres.



Anniversary Sale Value!

Rayon Undies

3 for \$1.00

• Gowns • Chemise
• Panties • Steppins
• Bloomers • Vests

In the panties and steppins we have stout sizes . . . that's sure great news. These undies are made of plain rayon with applique trim or tailored styles. In small, medium, large and stout sizes.
—Downstairs at Ayres.

Anniversary Sale Value!

Women's First Quality
"Buster Brown"

Silk HOSE*

3 PAIR for \$1.00

A durable service weight silk stocking of pure silk reinforced with rayon for long wear is an answer to one of your hosiery problems. It also is reinforced at points of wear with lisle. Sizes 8½ to 10½ in all the new colors.
★ Reinforced with Rayon.
—Downstairs at Ayres.

. . . and Dozens of Sweet Bargains for Home, Sweet Home

Felt Base Floor Covering, Square Yard

This floor covering is all 6 feet wide and has a bargain price tag attached to it. Excellent patterns in green, blue or red colors. For kitchen or bathroom.

39c

9x12 Felt Base Rugs

Heavy enameled surface felt base rugs in a good selection of 6 very beautiful patterns. These are classed as imperfects but imperfections are very slight.

\$5.39

"Tu-Tone" 9x12 Rugs

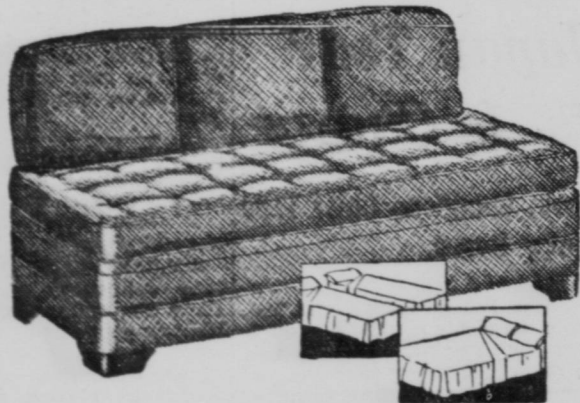
These are vegetable fibre rugs of long wearing construction. Choice of taupe, green and rose colors. All colors are non-fadeable.

\$8.95

Axminster Throw Rugs, Each

Size 27x48-inch axminster throw rugs in a grand selection of good patterns and choice colors. A rare Anniversary treat.
—Downstairs at Ayres.

\$1.69

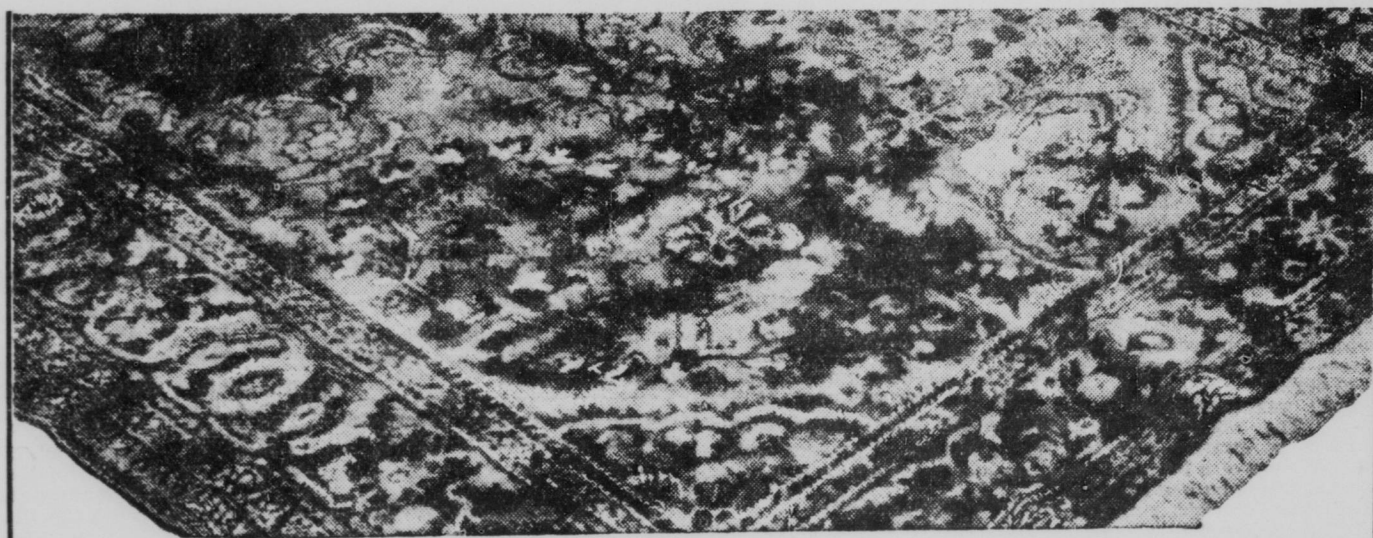


Just 15 Inner-Spring

Studio Couches

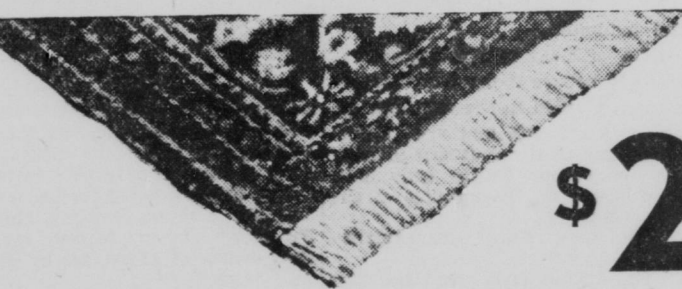
Anniversary **\$18.95**
Priced!

The first come—the first served with this worthwhile bargain. This innerspring Studio Couch is of guaranteed construction in choice of 2 colors. Use it for a couch by day—at night a large full sized bed or twin beds. The springs in it are of tempered construction. LIMITED QUANTITY!
—Downstairs at Ayres.



American Oriental Rugs

- Seamless
- Non-Slip Back
- Fringed Ends
- Serged Sides
- Perfect Quality
- Heavy Quality
- 25 Patterns



\$29.00
9x12

Seamless American orientals are a bargain at this price. The colors are woven thru to the back and the colors are sun-proof. They are splendid copies of rare old oriental masterpieces. In large selection of patterns and colors . . . red, rose, blue, green, gold, black and rust.
—Downstairs at Ayres.

Size 9x12 or 8.3x10.6

Seamless Lustre Type Rugs

\$19.69

These fine rugs are "steals" at this price. They have fringed ends and a non-slip latex back. Highlighted patterns in a large selection of patterns and colors.

9x12 Seamless

Royal Wilton Rugs

\$39.00

These are genuine jacquard woven wiltons . . . the best of all rug weaves. Heavy quality, all-wool nap. Choice of many patterns and color combinations.

American Oriental Throw Rugs

American Oriental throw rugs in size 27x54 inches in a good selection of patterns and colors are at a special Anniversary Sale price. **\$2.95**

Plaid Rag Rugs

39c 49c 59c

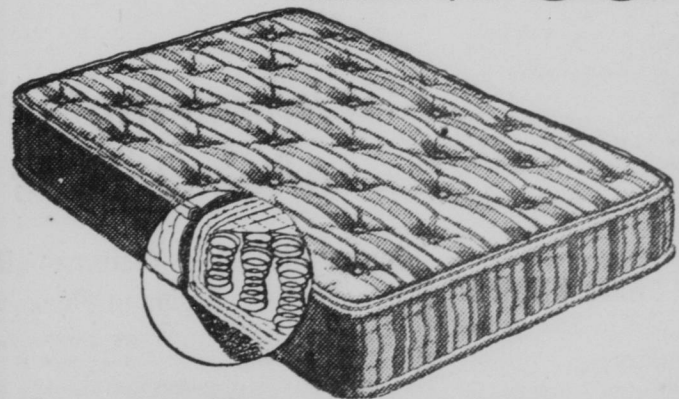
Size 2x3 is 39c. Size 2x4 is 49c. Size 27x54 is 59c. Each group represents a substantial savings. All in plaid designs and in a durable quality.

Heavy Rag Rugs, Size 2x3

These heavy rag rugs are made from silks, rayons and cottons. A good selection of colors are here for your selection at Anniversary prices. **69c**

Size 18x36 Chenille Rugs

Chenille rugs in size 18x36 inches are a real Anniversary sale bargain. Choice of many colors to select from. **50c**
—Downstairs at Ayres.



Inner-Spring Mattress

\$9.95

The Anniversary Sale is knocking on your bedroom door with a very low price on Innerspring mattresses. In twin or full size with 180 coils of tempered steel. It has a guaranteed construction. Of Ayres quality. Choice of green or blue ticks.

308 Coil, Sisal Pad
Inner-Spring Mattresses **\$19.95**
—Downstairs at Ayres.

SEE PAGE 19 FOR MORE "HOT" SALE NEWS!