

QUALITY

ENDURES



*The Sale Begins  
FRIDAY,  
September 25th*

... however, all who attend this Advance Showing on Thursday may order Anniversary Sale values (at sale prices) ... to be delivered on Friday.

*Thursday Afternoon at 2:00*  
**AYRES DOWNSTAIRS STORE**  
*presents its annual*

# Style Show and Preview

OF MERCHANDISE WHICH WILL BE FEATURED IN OUR  
**64th ANNIVERSARY SALE**

Here's Our  
Ironclad Rule  
for Anniversary  
Sale Values:

- ★ Seasonable, Wanted Merchandise
- ★ In Complete Color and Size Ranges
- ★ In Fall 1936 Fashions
- ★ Of Regular Standard Ayres Quality
- ★ Freely Offered with Full Regular Service
- ★ At the LOWEST PRICES We Can Possibly Arrange!

Following its custom of several years, Ayres Downstairs Store will present a complete Style Show one day in advance of Ayres store-wide 64th ANNIVERSARY SALE. The sale begins on FRIDAY ... but our Fashion Parade on Thursday enables you to get an advance glimpse of the BARGAINS we have in store for you. Plan to be here at 2:00 o'clock tomorrow afternoon! Living models will present new Fall fashions for every member of the family ... mother, father and for each of the children. We urge you to attend! See for yourself how completely we can outfit you ... how smartly ... and how ECONOMICALLY!

**AYRES ★ DOWNSTAIRS ★ STORE**

*... Where Correct Fashions are Less Expensive!*