

QUALITY

ENDURES



*The Sale Begins
FRIDAY,
September 25th*

... however, all who attend
this Advance Showing on
Thursday may order Anni-
versary 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!