

QUALITY ENDURES



AYRES  
DOWNSTAIRS  
STORE'S

# ANNIVERSARY SALE!

## Begins Friday

- ★ 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.

Everybody in town, it seems, has been waiting for Ayres Downstairs Store's Anniversary Sale . . . waiting for the SALE OF THE YEAR . . . waiting for the BARGAINS they know will be available on Ayres QUALITY merchandise. Tomorrow (Friday) at 9:30 A. M. our doors open . . . and the Downstairs Store is completely READY! Ready with some of the very finest values in our history! Ready with smart Fall fashions for every member of your family . . . ready with rugs, with yard goods, with warm blankets . . . ready with EVERYTHING for home and family. Plan to be here early tomorrow . . . for the SALE EVERYBODY'S TALKING ABOUT!

### Here are Just a Few of the Remarkable Values You'll Find:

WOMEN'S FALL HATS—Over 1000 new hats in the newest styles, brims, turbans, berets and off-the-face types in this Sale  
Price **\$1.69**

WOMEN'S SAMPLE GLOVES—3000 pair of double woven fabrics, salesmen's samples from a famous maker. All types and colors **79c**

REAL SILK DELUXE HOSE—Our famous irregulars of beautiful chiffon hose. NO PHONE OR MAIL ORDERS accepted at this Sale Price. **59c**

RINGLESS CHIFFON HOSE—Full fashioned and irregulars from a reliable maker. In smart shades. Sizes 8½ to 10½ **50c**

"NEVERMEND" SILK HOSE—Full-fashioned, first quality, chiffon or service weight. Sizes 8½ to 10½ **2 pr. for \$1**

WOMEN'S RAYON UNDIES—Panties, bloomers, stepins, briefs in either bemberg or plain rayon. Sizes 1, 2, 3. Each **44c**

BALBRIGGAN PAJAMAS—Second quality. Women's and misses' 2-pc. balbriggan in 2-color combinations. Sizes 16 and 17 **69c**

WOMEN'S WOOL SWEATERS—All wool slipovers in several styles and the newest colors. Sizes 34 to 40 in the group **99c**

AMERICAN GIRL SHOES—Our entire stock of regular \$4.95 American Girl shoes reduced to this once-a-year price **\$4**

WOLVERINE BEMBERG SLIPS—Non-run bemberg slips in tailored or lace trimmed styles. Panel fronts. First quality. Sizes 32 to 46 **95c**

WOMEN'S WOOL SKIRTS—All-wool flannels, crepes and tweed mixtures. Flares, pleats and pocket styles. Sizes 24 to 32 **\$1.79**

SUEDE SHOES—Black or brown suede shoes with calf or patent trim. Straps, oxfords, ties and sandals **\$1.79**

WOMEN'S FALL HANDBAGS—1000 brand new bags in the newest fall colors and types. Simulated grains in pouch, underarm and top handle styles **88c**

GIRLS' WINTER COATS—All-wool fleeces and suede cloth coats in fur trimmed or tailored styles. Sizes 7 to 14 and 12½ to 16½ **\$9.85**

GIRLS' SNOW SUITS—Made of "NEVA-WET" process to render fabric shower proof. 2-piece style, jacket and zipper pants **\$5.55**

GIRLS' CINDERELLA FROCKS—Special purchase in sizes 7 to 16 and 12½ to 16½. Prints, solid colors in new styles **88c**

TOTS' SNOW SUITS—Made by "NEVA-WET" process. Lumberjack or coat styles with ski pants. Solid colors. Sizes 3 to 6 **\$4.55**

MINNEAPOLIS SLEEPERS—Self-help style with double smooth seams. Drop seat—part wool outside, cotton inside. Sizes 3 for **\$2.79**

CURITY DIAPERS—Irregulars. Size 27x27 and 40x40. These are made of the finest quality diaper cloth. Sealed in a package of 12 for **Doz. \$1.49**

BOYS' MELTON JACKETS—All-wool melton cossack style jackets with zipper front. Fancy back and side tabs. Sizes 6 to 18 **\$2.79**

BOYS' CORDUROY SLACKS—In wine, grey or green plain colors. Full cut collegiate style trousers. Sizes 8 to 18 **\$1.79**

BOYS' SWEATERS—Slipovers with top zipper fronts. New fall patterns and weaves and many different colors. Sizes 28 to 36 **\$1.69**

MEN'S OXFORDS—Black or brown dress oxfords with Goodyear welt soles and insoles. Choice of toe styles. Sizes 6 to 11. B, C, D widths. **\$2.69**

MEN'S BELNORD SHIRTS—Regular \$1.45 to \$1.75 shirts in soft or fused collar styles. Many different fabrics in a complete size range, 13½ to 17 **Ea. \$1.19**

MEN'S PAJAMAS—800 brand new serviceable pajamas in coat or slip-over styles. Choice of a beautiful pattern and color selection **Pr. 88c**

MEN'S PEPPERELL SHORTS—A fine, long-wearing quality short with banjo seat and elastic sides. Sizes 28 to 42 **5 for \$1**

MEN'S WOOL SUITS—Also topcoats and overcoats in the very newest styles, patterns and colors. Every garment well tailored. **Each \$14.75**

"NEVATERE" SHEETS—Size 81x99, 63x99, 72x99. First quality sheets with a pure finish and torn hems. Guaranteed wear. **Ea. 77c**

72x84 PLAID BLANKETS—Made by Marshall Field (wholesale) and considered as one of the best blankets in the trade. In lovely plaid colors. **Pair \$2.89**

DRESS MANUFACTURER'S REMNANTS—Of silks, rayons, acetates. Direct from the cutting tables, and arrived within the last 3 weeks **Yd. 49c**

ROOM-SIZE RUGS—9x12 or 8.3x10.6 size American Orientals, plain or figured broadloom rugs. Perfect quality, many with colors thru-to-back **\$29.75**

9x12 SEAMLESS AXMINSTERS—In 6 beautiful patterns and a big selection of pretty colors. Tailored ends and a wool nap **\$21.95**

SEAMLESS LUSTRE TYPE RUGS—9x12 or 8.3x10.6 size. Fringed ends. Chinese and Persian patterns. Beautiful colors. Imperfects **\$19.85**

"JUMBO" CURTAINS—In 7 different patterns. Each side is 48 inches wide. For windows without drapes. Cream or ecru colors **Pr. 79c**

PRISCILLA CURTAINS—With extra full ruffles, decorators tie back, backs are hemmed and 38-inch widths. Sheer quality marquisettes **Pr. \$1**

INNERSPRING STUDIO COUCH—A fine, durably constructed inner-spring studio couch. Can be used as twin, full beds or as davenport **\$18.95**

Watch Your  
Doorstep Today  
for Our Big  
20-PAGE  
CIRCULAR  
... For Full Details  
About the SALE!

# AYRES • DOWNSTAIRS • STORE