

SEE PAGE 2 FOR MORE ANNIVERSARY SALE NEWS!



ANNIVERSARY SALE DOWNSTAIRS at AYRES

64th Anniversary Sale!

Girls' Winter Coats



Sale
Priced
at—
\$9.85

All-wool fleece and suede coats in tailored or fur-trimmed styles. In the newest fall styles and materials. Lined for warmth. In wine, green, rust, navy. Sizes 7 to 14 and 12½ to 16½.

Girls' Skirts

Brand new styles in brown, navy, green or wine colors. Made of a fine quality all-wool flannel that will give long service. Sizes 10 to 16 years.

\$1.29

Girls' Sweaters

All-wool coat or slipover styles in the new fall weaves and colors. Anniversary Sale priced. Brown, wine, green, red and blue colors. Sizes 8 to 16.

94c

—Downstairs at Ayres.



High Fashions—New Silhouettes—New Details—
New Colors—You'll Find Them All—
AT THIS ANNIVERSARY SALE PRICE!

New Fall Dresses

\$6.65
EACH

There is fashion news in this collection of fall dresses... there is VALUE news in the low Anniversary Sale price. We've tried to bring you the newest fashions, the Swing Dress, the Princess Silhouette, the dress with the 1880 details, tunics, in the newest colors, with the newest details and fabric treatments. We think we have more than succeeded... but you be the judge... come down the first thing tomorrow and see for yourself.

"Swing" Dresses
Tunic Dresses
1880 Details
Jacket Dresses
For Sports
For Business
For Afternoon
For Club
For School
For Traveling
Gold Trims

Braid Trims
Rinestone Trims
Fur Fabric Trims
Cut Velvet Trims



SIZES:

11 to 19 for Juniors!
12 to 20 for Misses!
38 to 52—18½ to 24½
for Women!

Downstairs
at Ayres
Where Correct
Fashions Are
Less Expensive!

64th Anniversary Sale!

'Seamprufe' SLIPS

Sale
Priced
at—
\$1.79

Our thousands of "Seamprufe" enthusiasts will welcome this Anniversary Sale price. Lace or tailored styles, made to fit the tall, average or short figure. At this price you'll also find lace or tailored Seamprufe Satin slips. Tearose, white and dark colors. Bias cut, some panel fronts. Sizes 32 to 44.

- * Fit-Prufe
- * Wear-Prufe
- * Style-Prufe
- * Shrink-Prufe
- * Kling-Prufe
- * Value-Proof
- * Seams 'Rip-Prufe'
- * Seams Bulk-Prufe
- * Laces Shift-Prufe
- * Shoulder-Exe Straps



"Wolverine" Bemberg Slips

Sale
Priced
at—
95c

Non-run bemberg in tailored or lace trimmed styles. Brassiere top. Sizes 32 to 46. Panel fronts. First quality! Regular price is \$1.39.

—Downstairs at Ayres.

64th Anniversary Sale!

MEN! Save!

All-Wool Worsted

SUITS

Topcoats & Overcoats

\$14.75
EACH

These suits, topcoats and overcoats had to pass rigid examinations of tailoring, style, color and fabric rightness before they were purchased for this Sale! Every suit, topcoat and overcoat is a real value... and hard to duplicate, quality for quality, dollar for dollar—and they're all NEW!

- Sports Backs!
- Dark Mixtures!
- Blues • Browns!
- Half Belts!
- Raglan Styles!
- Single Breasted!
- Chalk Stripes!
- Checks! Plains!
- Overplaids!
- Tweed Mixtures!
- Double Breasted!
- Oxfords • Grays!
- Belted Styles!
- Herringbones!
- Solid Shades!

—Downstairs at Ayres.



64th Anniversary Sale!

Boys' Blue Melton JACKETS

Anniversary Priced at

\$2.79

Just 150 heavy wool meltons, Anniversary Sale priced... and because they're such remarkable values we expect them to go streaming out! Zipper front with fancy back and side tabs. Sizes 6 to 18.

Corduroy SLACKS

\$1.79

Famous Hockmeyer and heavy wale, green, wine or grey corduroy slacks, cut and styled in the collegiate manner with wide trousers, legs and cuffs. Sizes 8 to 15 years.

—Downstairs at Ayres.



64th Anniversary Sale!

Regular \$1.45 to \$1.75 'Belnord' Shirts

SALE PRICED AT

\$1.19
EACH

What a shirt sale! We've 4000 brand new shirts and every one is a value! Every shirt is fully cut, with pleated back and sleeves for good, roomy comfort! Every shirt is tailored to fit properly, to give excellent wear and to defy laundering!

Oxford Cloths!
White on White
Broadcloths!
White Pique Cords!
Woven Chambrays!
Zephyr Weights!
"Flannel-Tex"

British Stripes!
Pin Stripes!
Woven Patterns!
Plain Whites!
Plain Colors!
Fancy Patterns!
Deeptone Colors!

Sizes 13½ to 17!

—Downstairs at Ayres.



Men's Pajamas

88c and \$1.19

1000 brand new pajamas in fast-color cottons and broadcloths. Full cut styles in choice of coat, slipover or notch collar styles. Many various patterns and colors. Sizes A, B, C, D.