



ANNIVERSARY SALE

AYRES DOWNSTAIRS STORE



Paris-Inspired Fashions You
Should Meet While They're
Anniversary Sale Priced!

Dramatic New Fall Dresses

With Jackets or "Swing" Skirts

\$6.65

Tomorrow we bring you Paris inspired fashions with fabric, color and details so thrillingly new and individual, they're sure to cause a lot of excitement among your friends. In this collection look for Tunics, Peplums, 1880 sleeves, braid trims, detachable jackets, rows of buttons for trims, high necklines in rich plain shades of autumn's favorite colors. For Women, for Misses, for the "Junior-Miss."

	Sizes:	Jacket Dresses
For Afternoon		Tunic Dresses
For Evening		Flare Skirts
For Business	11 to 19	Princess Styles
For Classroom		Trims
For Office	14 to 20	Necklines
For Committee	38 to 52	All Colors
For Meetings	18 1/2 to 24 1/2	Plain Colors
For Traveling		

—Downstairs at Ayres.

Manufacturer's Close-Out Sale!

An Extraordinary Anniversary Value in
Women's and Misses' Brand New 1936-37

Fur-Trimmed Coats

Save 1/4 to 1/3 at

\$23

Sports or dress coats trimmed with gorgeous furs, Vicuña, French Beaver, Marmink, Chinese Badger, Skunk and Caracul. Made of the very finest fabrics in tweeds, wool crepes, fleeces, nubby wools and frieze wools. For women. For misses. Sizes 14 to 20 and 38 to 44.

Save 1/4 to 1/3 at

\$38

Beautiful fur-trimmed coats with Fitch, Beaver, Kit Fox, Badger, Pointed Skunk, Cross Fox, Civet Cat, Bull-dog, Shawl or Tunnel collars. Sizes 14 to 20 and 38 to 44.

—Downstairs at Ayres.



64th Anniversary Sale of
Famous "Self-Help" Style

"Minneapolis" Sleepers

3 for \$2.79

"Bye Bi" knit with double smooth seams and double foot. Drop seat style. Soft cotton inside. Part wool outside. Sizes 1 to 8.

Self-Help Style
"Minneapolis"

Union Suits

3 for \$2.59

Self Help 10% wool union suits. Well tailored with double flat seams for longer wear. Boy or girl styles. Sizes 2 to 12.

Minneapolis Cotton Suits .55c

—Downstairs at Ayres.



Big Savings in the Anniversary Sale on

Tots' 3-Piece "Tru-Curl"

Chinchilla Coat Sets

\$5.35

A 3-piece coat set of Tru-Curl Chinchilla coat set will keep the children warm all winter. The coat is lined for warmth. Leggings and hat to match. Brother and sister styles in plain colors. Sizes 3 to 6 years.

Tots' Neva-Wet

Snow Suits

\$4.55

Two-piece styles in shower-proof and multi-proof wool. Lumber jack or coat styles with ski pants. Plain colors. Sizes 3 to 6.

Tots' Cinderella Frocks... 88c

New fall styles in solid color broadcloths or novelty prints. Sizes 3 to 6 in the group.

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64th ANNIVERSARY SALE of

"Seamprufe" SLIPS

At a Record Breaking
LOW PRICE!

\$1.79

- ★ Shrink-Prufe
- ★ Kling-Prufe
- ★ Value-Prufe
- ★ Fit-Prufe
- ★ Wear-Prufe
- ★ Style-Prufe
- ★ Seams "Rip-Prufe"
- ★ Seams Bulk-Prufe
- ★ Laces Shift-Prufe
- ★ Shoulder-Eze Straps

Our thousands of "Seamprufe" enthusiasts will welcome this Anniversary Sale price to stock up for the fall and winter season, as well as lay away 2 to 3 for gifts! Choose from lace or tailored styles, made to fit the tall, average or short figure.

The silk crepe is of the very finest quality and will give lengthy service. At this price you'll also find lace or tailored Seamprufe Satin slips. Tea-rose, white and dark colors. Bias cut, some panel fronts. Sizes 32 to 44.

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Porto Rican GOWNS

50c

Sheer Porto Rican hand-embroidered gowns in printed batiste. Contrasting piping. Sizes 16-17.

Embroidered Batiste GOWNS

69c

Philippine Batiste gowns with V or round necks. Full cut. Sizes 16 to 20.

"Swan-Ray" SLIPS

88c

100 denier rayon slips in tailored or lace top styles. Bias or 4-gore. Sizes 34 to 44.

Hand Embroidered GOWNS

3 for \$1.00

Hand-embroidered Porto Rican gowns with V or round neck. Sizes 16 to 17.

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"WOLVERINE" Bemberg Slips

Sale Price **95c Ea.**

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

For Anniversary Only! Our Entire Stock of

American Girl Shoes

Reduced to **\$4.00** PAIR

You know the regular price of American Girl Shoes... so grab a pencil quick and add up the savings offered during the 64th Anniversary Sale. Choose from over 40 styles, from over 2,500 pairs, from the most important leathers and the most important colors. You'll find these new styles are teeming with new ideas about line and details, but the wearing and comfort qualities and fit are still the same. Sizes 4 to 10.

—Downstairs at Ayres.

(Regularly \$4.95 Pair)

Suedes
Calfskins
Kidskins
Patent
Fabrics
Black

Navy
Brown
Low Heels
High Heels
Medium Heels
Military Heels

