



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."

For Afternoon
For Evening
For Business
For Classroom
For Office
For Committee
Meetings
For Traveling

Sizes:
11 to 19
14 to 20
38 to 52
18½ to 24½

Jacket Dresses
Tunic Dresses
Flare Skirts
Princess Styles
Trims
Sleeves
All Colors
Plain Colors

—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 ¼ to ⅓ at
\$23

Sports or dress coats trimmed with gorgeous furs, Vicuna, 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 ¼ to ⅓ at

\$38

Beautiful furred coats with Fitch, Beaver, Kit Fox, Badger, Pointed Skunk, Cross Fox, Civet Cat, Bulldog, 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



Tots' Neva-Wet Snow Suits

\$4.55

Two-piece styles in
shower-proof and moth-
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 6½ in the group.

—Downstairs at Ayres.

For Anniversary Only! Our Entire Stock of

American Girl Shoes

Reduced to **\$4.00**

(Regularly \$4.95 Pair)

Suedes
Calfskins
Kidskins
Patent
Fabrics
Black

Navy
Brown
Low Heels
High Heels
Medium Heels
Military Heels



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.

64th ANNIVERSARY SALE of

"Seamprufe" SLIPS

*At a Record Breaking
LOW PRICE!*

\$1.79

★ Shrink-Prufe
★ Kling-Prufe
★ Value-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.

—Downstairs at Ayres.

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 46.

Hand Embroidered GOWNS

3 for \$1.00

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

—Downstairs at Ayres.

"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.