



# ANNIVERSARY SALE

## AYRES DOWNSTAIRS STORE

With a Keen Eye for the Fashion  
Highlights of the New Fall Season  
We Bring You These Fashion Values in

### Women's and Misses' New Fall Dresses

Anniversary Sale Priced!

**\$6.65**

Saturday shop for these Paris inspired fashions with a big future for fall! The details are new, the fabrics are rich and beautiful, the colors are correct . . . and the styles are sure to cause a lot of excitement among your friends. In this collection look for the new "Swing" and Princess styles, tunics, jacket styles, braid trims, 1800 sleeves, jet buttons, gored skirts, high necklines in styles for every occasion!

#### SIZES:

11 to 9—14 to 20  
38 to 52—18½ to 24½

For Street! Tunic Styles!  
For Sports! Swing Styles!  
For Business! Jacket Styles!  
For Afternoon! Peplum Styles!  
Bar Types! Tailored Styles!  
Cocktail Types! Dressy Styles!

—Downstairs at Ayres.



They Have News in Every Line—and  
the Price Is Welcome News, Too!

### Black Felt Hats

Anniversary Priced at—

**\$1.69**

Plenty of Other Fall Colors  
in All the New Fall Styles!

Brilliant fashion bargains at this Anniversary Sale price! High crowns, high hats, wide brims, small brims, turbans, beret types, veils, feather and ribbon trims. You'll find them all in black felt . . . the hit color of the season . . . the most practical fabric for year 'round wear. We have them also in rust, green, blue, gray, navy, brown and tan.

—Downstairs at Ayres.



Our Stock of Higher Priced

### CORLISS Fall Shoes

Reduced to a LOW Anniversary Price!

Sizes  
3½ to 9      **\$2.69**      Widths  
PAIR      AAAA to C!

• "Corliss Style" Shoes • "Corliss Junior"  
• "Corliss Tarsal-Arch" Shoes

In this group of "CORLISS" shoes are over 35 different styles in the smartest leathers and newest colors, including green, oxblood and gray. Kid, suede, patent and calf-skin leathers in pumps, straps, ties, oxfords.

—Downstairs at Ayres.



Get Your Share of  
The Savings Offered in This  
Manufacturer's Close-Out Sale of

Women's and Misses'  
Brand New 1936-1937

### Furred Coats

**\$23**

Sports or  
Dress Styles!

You Save  $\frac{1}{4}$  to  $\frac{1}{3}$ !

A group of new 1936-37 fur-trimmed coat styles from a manufacturer's close-out sale was secured at drastic reductions of  $\frac{1}{4}$  to  $\frac{1}{3}$  off regular prices! Choose from 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:

12 to 20

38 to 52!

—Downstairs at Ayres.

Our Lowest Price in Months!  
For Anniversary Only! Irregulars of  
**REAL SILK**  
*De Luxe Chiffon Hose*  
**59c PAIR**

A value at their regular price! A real money-saver at this low Anniversary Sale price! We've a complete assortment of sizes and the new fall shades for our biggest sale of the year. Real Silk De Luxe Chiffon hose are full fashioned, clear, sheer and beautiful. They'll give worlds of service because they're protected by the exclusive Real Silk features. Sizes 8½ to 10½.

NO MAIL OR PHONE ORDERS!

—Downstairs at Ayres.

We've Bagged the Latest  
Fall Styles—and Labeled Them  
With A LOW SALE PRICE!

**500 New Fall  
HANDBAGS**  
**88c EACH**

500 brand new fall handbags . . . and every one a fashion find at this sensational low Anniversary Sale price! The new fall leathers . . . simulated alligator, morocco, calf and pin seal. The new fall styles in pouch, envelopes, under-arm and top handles. The new fall colors in black, brown, green, wine and navy.

—Downstairs at Ayres.

