



QUALITY ENDURES!

Thursday Afternoon

at 2:30

AYRES
DOWNSTAIRS
STORE

presents its annual . . .

Style Show and Preview

OF MERCHANDISE WHICH WILL BE FEATURED IN OUR

65th ANNIVERSARY SALE

Here's Our
Ironclad Rule
for Anniversary
Sale Values:

- ★ Seasonable, Wanted Merchandise
- ★ In Complete Color and Size Ranges
- ★ In Fall 1937 Fashions
- ★ Of Regular Standard Ayres' Quality
- ★ Freely Offered With Full Regular Service
- ★ At the LOWEST PRICES We Can Possibly Arrange!

Following its custom of several years, Ayres Downstairs Store will present a complete Style Show one day in advance of Ayres store-wide 65th ANNIVERSARY SALE. The sale begins on FRIDAY . . . but our Fashion Parade on Thursday enables you to get an advance glimpse of the BARGAINS we have in store for you. Plan to be here at 2:30 o'clock tomorrow afternoon! Living models will present new Fall fashions for every member of the family . . . mother, father and for each of the children. We urge you to attend! See for yourself how completely we can outfit you . . . how smartly . . . and how ECONOMICALLY!

The Sale Begins Friday, September 24

. . . however, all who attend this Advance Showing on Thursday may order Anniversary Sale values (at sale prices) . . . to be delivered on Friday.

AYRES ★ DOWNSTAIRS ★ STORE