

"QUALITY ENDURES"

AYRES
65TH

ANNIVERSARY

DOWNSTAIRS STORE

ANNIVERSARY SALE

New Colors! New Weaves!
New Patterns! New Styles!
New Everything in Our
Anniversary Sale of
Fall Dresses

\$3.65

Sizes:
11 to 17
14 to 20
38 to 52



All brand new fall dresses... styles for every woman and every occasion! Dresses that will give you plenty of service at the office, on the street, shopping, afternoon bridge or dining out. Choose from wools, crepes, gamsas, taffetas, cellophane crepes in blacks, browns, greens, blues and all the other smart fall colors. Sizes 11 to 17, 14 to 20 and 38 to 52.

Other New Fall Dress Fashions

Here you'll find styles for every occasion. Wools, crepes, alpacas, velvets, laces, nets, taffetas in tailored or frilly types. Sizes 11 to 17, 14 to 20, 38 to 52 and 15 $\frac{1}{2}$ to 24 $\frac{1}{4}$. \$6.65
Downstairs at Ayres.

More New Arrivals—and More
Thrilling Values in This
Anniversary Sale of
Sport Coats

\$8.95

Sizes
for Women
and Misses



Reefers! Swaggers! Princess Styles!

A most amazing low sale price for coats like these! You can choose one in fleece, tweed and herringbone materials in green, brown, gray, wine, blue or natural colors. Coats that will give you worlds of service this fall and winter. Many styles are warmly interlined.

Other New Sport Coat Fashions

Choose from swaggers, plaid backs, fitted styles in fleece, mixtures, hair cloth tweeds. Styles with the new round or Peter Pan collars. In your favorite fall color. Sizes for \$14.90 women, misses, juniors.
—Downstairs at Ayres.

\$14.90

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SALE
News

A Double Barreled Bargain Day!

Tomorrow we reach another "high spot," in which our Anniversary Sale combines with September E. O. M. to create some of the most tremendous VALUES in our history! In every department there will be regular Anniversary items reduced still further because assortments are broken—because of soiled and matted condition, etc. Plan to come EARLY and browse around for these bargains—all of them will be marked to new LOW LEVELS for E. O. M.—Tomorrow only! Exceptional QUALITY and FASHION-RIGHT goods for home and family! Doors open at 9:30!

Women's Rayon Panties

For
E. O. M.
Only!

12c Each

Special Anniversary E. O. M. Sale of women's novelty weave rayon panties. Elastic run at waist. Tailored at hem. Made of a serviceable rayon. Small, medium or large sizes. Tearose color.

Women's Bemberg Slips 95c
Just 144 bemberg slips in various styles. Panel fronts, tailored or lace trimmed styles. Sizes 32 to 44. Tearose and dark shades. Seconds.

Women's Rayon Gowns 59c
Rayon or stripe gowns with V necks. Tailored or lace trimmed. Ties at waist. Sizes 16 and 17. Seconds.

Wom. Rayon Crepe Pajamas \$1.44
Printed rayon crepe two-piece pajamas or gowns with V necks and contrasting color trimmed. Sizes 16 and 17. Substandards.

Women's Silk or Satin Lingerie 95c
Women's SILK CREPE or SATIN slips, dancettes, panties, chemise in tailored or lace trimmed styles. Discontinued styles. Substandards.

Silk or Satin Pajamas \$1.74
Discontinued numbers and substandards of lovely silk or satin 2-piece style pajamas or gowns. Tailored or lace trimmed styles. Tearose and blue. Sizes 16 and 17.

Silk or Satin Panties 39c
Supbastards of beautiful silk or satin panties in shorty style. Elastic at waist. Lace or tailored finish. Tearose or blue.

New Fall BAGS

Limited quantity and reduced for clearance! Simulated leather bags in pouches, underarm and top handle types. Black or brown colors. In smart wanted leathers.

Ladies' Cotton Hankies 2c ea.
Women's cotton hankies in blue, green and orange printed borders. Grand for school, for gifts, for prizes and etc.

Women's Full Fashioned Hose 39c
Odd lots of full fashioned hose including both service or chiffon weights. Irregulars. In assorted sizes and colors.

Children's Anklets 8c pr.
Clearance of children's anklets. Odd lots, broken sizes and patterns. Some irregulars included in the selection.

Women's Pure Silk Hose 22c pr.
Irregulars of a higher priced stocking. Pure silk construction. Broken sizes and colors.

Wom. Rayon Crepe Pajamas \$1.00
Two-piece style pajamas in rayon crepe. Japanese style with contrasting color trim. Black, blue, red. Sizes 16-17.

Women's Batiste Gowns 69c
Printed batiste or cotton crepe gowns or 2-pc. pajamas. Sizes 16 and 17. Seconds.

For E. O. M. Only!

Women's and Misses
Wash Frocks
and Hooverettes

Far Below Regular Price!

69c
EACHJust 620 Pieces in the Group!
Broken Sizes, Patterns, Colors!

THE WASH FROCKS have in most cases sold for almost twice this price! They are broken assortments of sizes and styles. Some are discontinued styles of a famous name fabric, guaranteed by Good Housekeeping. All are fast color patterns, smartly tailored with an eye for detail. Sizes 14 to 48 in the group, but not in every color, style or pattern.

THE HOOVERETTES are all regularly higher priced garments. Discontinued styles of a famous name fabric, guaranteed by Good Housekeeping. Small, medium and large sizes.

Women's Bermuda Sport Shirts
A limited quantity of famous Bermuda sport shirts reduced for quick clearance. These are classed as irregulars. Blue, maize and white colors. Small, medium or large.

25c

"Doeskin" Sport Shirts each
Women's and Misses' sport shirts in rose, blue, maize or white. These are classed as irregulars. Small, medium or large.

50c

Wom. Rayon Crepe Pajamas \$1.00
Two-piece style pajamas in rayon crepe. Japanese style with contrasting color trim. Black, blue, red. Sizes 16-17.

Women's Batiste Gowns 69c
Printed batiste or cotton crepe gowns or 2-pc. pajamas. Sizes 16 and 17. Seconds.

Special for Anniversary E. O. M.!

The New Improved Nurses' Oxford with a New Metatarsal Arch and Other Foot Comfort Features

Nurses' Oxfords

Black
or
White
\$1.84
PAIR

For
E. O. M.
Only!

Scientifically Designed for Nurses, Teachers,
Beauticians, Waitresses, Salesclerks, etc.

Now, women in business and the professions will find these new improved oxfords a blessing to tired, aching feet. The new features go toward making this the almost perfect shoe. . . . The Metatarsal arch, the soft, quiet rubber heels, the flexible toe box and the cushion heel rest. And for tomorrow only, you can buy them at a NEW LOW SALE PRICE. Complete size range for women of all ages, 4 $\frac{1}{2}$ to 9, widths AA to C. Black or white.

—Downstairs at Ayres.



CUSHION HEEL REST, LEATHER QUARTER LINING.

Soft, quiet and durable rubber heels.

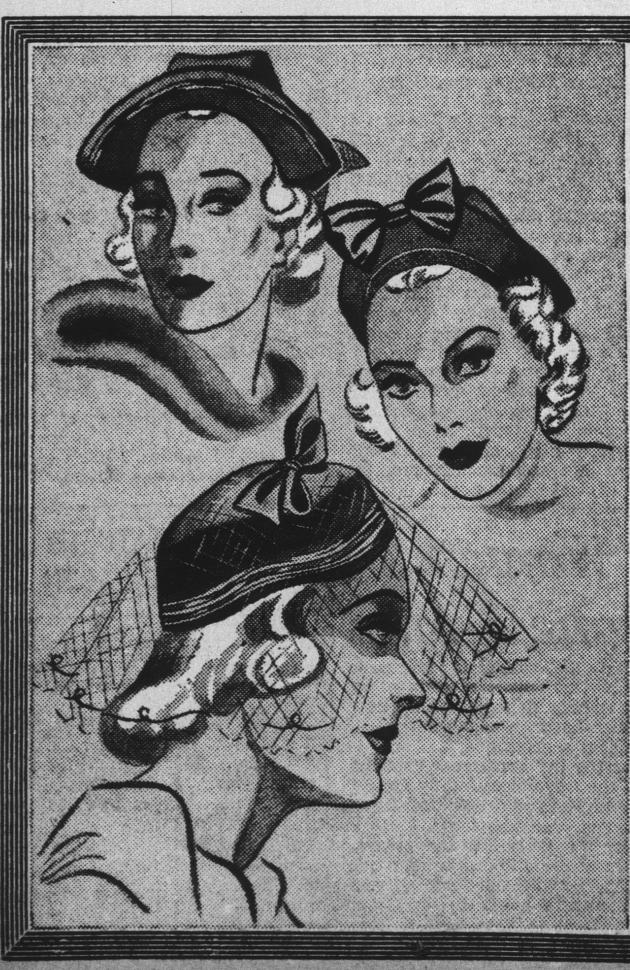
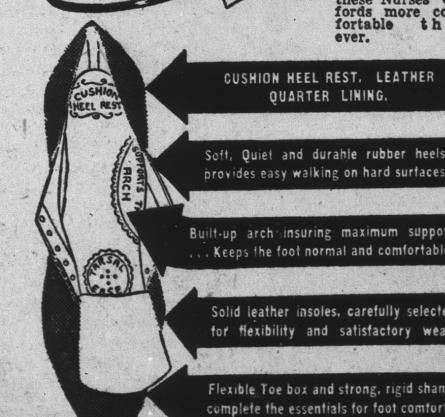
Provides easy walking on hard surfaces.

Built-up arch insuring maximum support.

Keeps the foot normal and comfortable.

Solid leather insoles, carefully selected for flexibility and satisfactory wear.

Flexible toe box and strong, rigid shank complete the essentials for foot comfort.



It's News! When the Anniversary Sale
Brings You the Newest Hat Fashions
at a Price This Low!

ANNIVERSARY SALE of
New Fall Hats

\$1.00
EACH

Brims
Turbans
Rollers

Calots
Berets
Black

Brown
Rust
Wine

An exciting low sale price for hats of fashion and quality! Brims, turbans, those perky little calots that every girl and woman wants to wear for a change. In every one of fall's smartest colors. Headsizes 22 and 23.

—Downstairs at Ayres.