

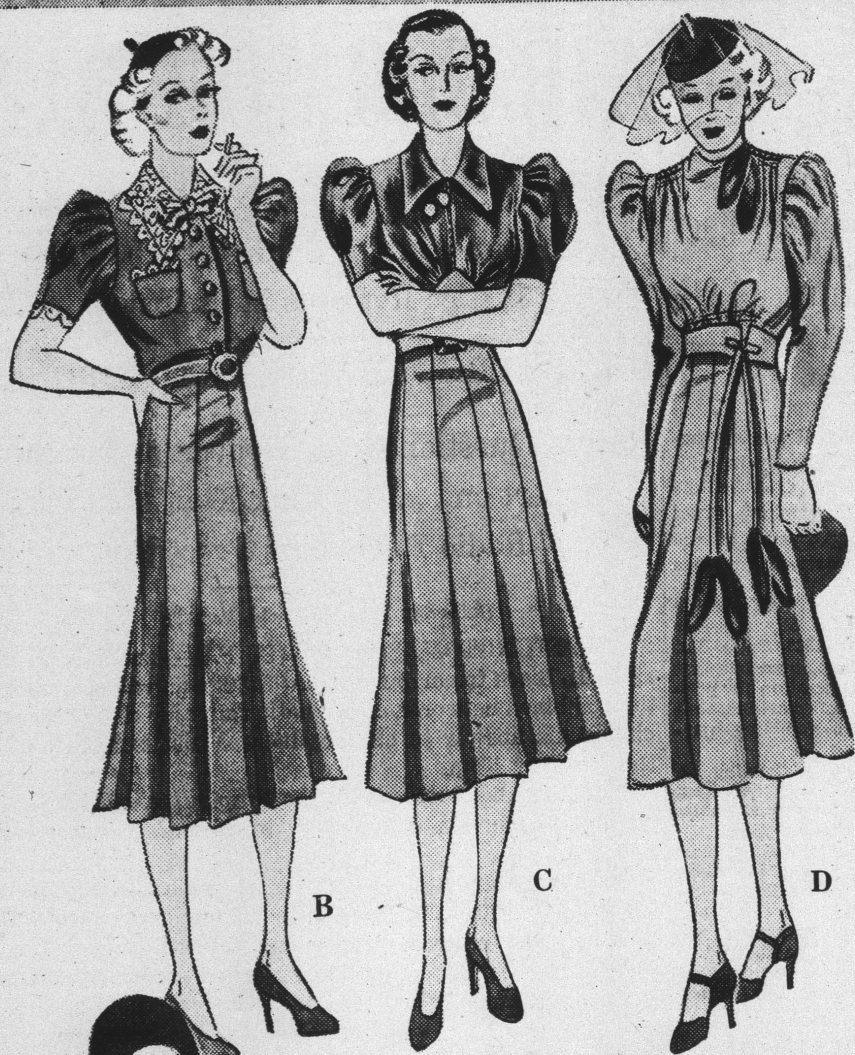
AYRES DOWNSTAIRS STORE

"QUALITY ENDURES" ★

65TH ANNIVERSARY SALE

★ (REGISTERED)

See Pages 8-9, 21 and 29
for MORE SALE NEWS



It's Very Youthful!
It's Very Graceful!
It's Very Feminine!
It's a Best Seller!

The Dress

With the **16** Gore Skirt

Anniversary Priced at

\$3.65

Juniors and Misses get into a new fall dress with a 16-gore skirt. They're youthful, graceful and very, very feminine. The four styles shown here are copies of the very best sellers... and you'll find them in our Downstairs Dress Department at a low Anniversary Sale price. Plain color crepes and satin back crepes, blue, green, black and brown. Velvet and crepe combinations in rust and colors. All with the graceful 16-gore skirt, unusual at this price. Sizes 11 to 17 and 12 to 20.

—Downstairs at Ayres.

A. Black crepe with jewel studded belt and cowl neckline. Note the 16-gore skirt. Size 12... \$3.65
B. Black satin-back crepe trimmed with white lace collar and edged around sleeves with lace. A size 13. Note 16-gore skirt... \$3.65
C. Velvet combination with zipper opening and a youthful 16-gore skirt. In rust. A size 14... \$3.65
D. A green crepe trimmed with fur, fashion's newest detail. Note the shirred shoulders, waistline. Note 16-gore skirt. Size 12... \$3.65

We're Giving You More Value
Than You Ever Dreamed Possible!

Anniversary SALE!

New Sports Coats

- Swaggers!
- Plaid Backs!
- Fitted Styles!
- Fleeces!
- Mixtures!
- Hair Cloth Tweeds!

\$14.90

- Reds!
- Browns!
- Greens!
- Greys!
- Natural!

The Anniversary Sale brings you this remarkable low sale price on sports coats of quality! Sports coats that will fulfill every need from now till next spring. Swaggers, fitted types, plaid backs with such features as gores, pleats, small rounded or Peter Pan collars, belts, shoulder treatments and lines that give you the new silhouette. Colors from greys, greens, browns, reds, navy to natural colors. Sizes for women and misses.

Downstairs at Ayres.



\$14.90

\$14.90

Downstairs at Ayres
Where Correct Fashions
Are Less Expensive!

Anniversary Sale Special!

Swagger! Fitted!
Reefer! Princess Styles!

Sports Coats

A most amazing low sale price for coats like these! You can choose one in fleece, tweed, 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. Sizes 12 to 20 and 38 to 44!

\$8.95

EACH

Downstairs at Ayres.



\$14.90



Our "Once-a-Year" Sale of
Wool Blanket Remnants
Anniversary Sale Priced at

\$1.50 EACH to **\$4.95** EACH

Here's the great news you've been expecting! Tomorrow we bring you our Sale of Wool Blanket Remnants... remnants of all types of blankets. These run from 54 inches to 70 inches wide and from 1 to 2 yards long. You can find dozens of uses for these remnants... for crib blankets, for motor robes, for couch covers, for full bed blankets. In a nice assortment of patterns and colors.

—Downstairs at Ayres.

Manufacturer's Close-Out Lot
of Odds and Ends of 36-inch and 50-inch

HOMESPUNS

Anniversary Sale Priced at
For Drapes! For Slip Covers!
For Couch Covers, etc.

Many types and qualities in the selection. Choose from full bolts or remnant lengths. Both 36-inch or 50-inch widths in plain designs or highly colored patterns.

39c
YARD

Seconds! Couch Covers—\$1.98

From the above manufacturer we secured a group of Couch Covers, seconds of regular \$2.98 and \$3.98 qualities. Just 100 covers at this price.

—Downstairs at Ayres.

Stock Up at This Anniversary Sale Price!

Sale! Sheets

Two Best Sellers—One Low Price!

81x90
"Envoy"

88c
Ea.

81x99
72x99
"Universal"

THE ENVOY SHEET—this is our very fastest seller... it's famous for its wearing qualities. Full standard count 64x64 thread sheeting. Bleached a pure white, no starch or filling. Sizes stated are sizes before hemming.

THE UNIVERSAL SHEETS—can be selected in two size ranges, 81x99 and 72x99. They have a pure finish, no starch or filling added. The hems are straight torn hems.

—Downstairs at Ayres.