

AYRES DOWNSTAIRS STORE

"QUALITY ENDURES" *

65TH ANNIVERSARY SALE

* (REGISTERED)

Plan Ahead!

What Will YOU Need This Winter?
 What Will the CHILDREN Need?
 What Will Friend HUSBAND Need?
 Will You Need New RUGS? Warm, New
 BLANKETS? SHEETS? TOWELS?

*Make Up Your List NOW
 and SAVE on Every Item
 in Our Anniversary Sale!*

Only 3 More Days

Only THREE DAYS! Just 24 shopping hours! A total of 1440 speeding minutes . . . and the Sale of the Year will END . . . and along with it will go YOUR golden opportunity to SAVE on every single thing you need for fall and winter! Plan NOW for three days of intensive shopping . . . in the SALE OF THE YEAR!



Flash! Anniversary Sale Special!

Prominent House-to-House Manufacturer's Closes-Out Purchase of 400 Expensive New

Fall DRESSES

For Three Days Only Our Anniversary Price Will Be

2 for \$10

(1 Dress for \$5.45)

• Checks!
 • Plain Colors!
 • Tailored Types!
 • Dressmaker Types!
 • Wools!
 • Crepes!
 • Sizes 12 to 20!

This prominent maker closed out 400 of his dresses, discontinued styles, at a remarkable low price. These dresses sell for much, much more than the price we offer here. They're extremely well made, with deep hems, "pinked" seams, nice tucks or pleats and other dressmaker details that tell you they're expensive dresses. Dresses perfect for street, for office, for shopping, for afternoon and not too dressy affairs. Sizes 12 to 20 and 38 to 54 in the selection.

• Lightweight Wools!
 • Challis Weaves!
 • Plenty of Navy!
 • Blacks!
 • Wines!
 • Rusts!
 • Sizes 38 to 54!

—Downstairs at Ayres.



Hurry! Last Three Days!

Brims—Bretons and Bonnets
 Are the Three Best Sellers in the

Anniversary Sale of

New Fall Hats

\$1.69 Each

For the last three days selling we've a brand new selection of Brims, Bretons, and Bonnets . . . The three styles that you say are the most outstanding at \$1.69. We've also many exciting versions of these styles, trimmed with veils, feathers, ribbons . . . or smart little turbans with sequin, veil or metal trim. Black, brown, wine, rust, green, etc. Head-sizes for all women.

—Downstairs at Ayres.

Hurry! Last Three Days!

Minneapolis Knit Sleepers

55c Each

Just In—A New Shipment!

We've just received a new shipment . . . Warmly fleeced, with self-help back or button back with drop seat and feet. Irregulars. Sizes 1 to 8 years.

Baby Cloth' Gauze Diapers

\$1.44 DOZEN Irregulars!

Double weight baby-cloth gauze diapers in 27x27 or 20x40-inch size. Irregulars of a famous brand. Softer and more absorbent. Easy to launder and dries faster. No hems.

ESMOND CRIB BLANKETS 77c

Warmly fleeced, 36x50 inch, full crib size blankets. In pretty juvenile patterns with sateen bound ends. In pink or blue. Irregulars.

HANDMADE BABY DRESSES 66c

Baby dresses with top and bottom embroidery. Made of a fine, soft quality batiste. Baby boy or girl style. Sizes up to 2 years.

Hurry! Last Three Days of the Sale!

Our Entire Stock of Regular \$5.50

'American Girl' Shoes

Anniversary Sale Priced at

\$4.50 Pr.

Choose from over 35 different new fall styles in kid, calf, patent, gabardine, suede and combinations in black, blue, brown, green and wine colors. These are the shoes famous for their comfort, service and style features. Straps, ties, oxfords, pumps, etc.

• Straps
 • Oxford
 • Kids
 • Patent
 • Gabardine
 • Calf
 • Suede

—Downstairs at Ayres.