



AYRES'  
DOWNSTAIRS  
65<sup>TH</sup>.

# ANNIVERSARY SALE

- \* Seasonable, Wanted Merchandise
- \* In Complete Colors 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

Tomorrow  
IS THE  
LAST  
DAY  
SALE

By this time tomorrow night Ayres' Sixty-fifth Anniversary Sale will be history! But YOU STILL HAVE 8 more hours to shop and SAVE in the greatest sale of the year. We're expecting tremendous crowds of thrifty shoppers . . . and we're ready! Ready with an army of extra salespeople to wait upon you! Ready with counters, shelves and racks full of Ayres' QUALITY merchandise, YOU want for wear now and this winter! Complete in size, style, color and pattern assortments . . . proving that once again . . . THE SALE OF THE YEAR BRINGS YOU THE VALUES OF THE YEAR on what you want—when you want it!

*Until the Very Last Minute --- "It's the 65th for Thrift"*

AYRES DOWNSTAIRS STORE