

66th Anniversary Sale

AYRES DOWNSTAIRS STORE



Every Wanted Color and Style!
New Fall Bags
Sale Priced at—**90c** EACH

Top-ranking handbag styles in top-handle, underarm, pouch and zipper types. Black, brown, navy and dahlia colors. All made of simulated grain or smooth leathers. At this price, a four-star value!

Sample Sale Gloves
From a Famous Maker!
Discontinued styles of a higher-priced woven fabric glove in novelty slip-on or cuff style. In black, brown, navy colors. Sizes 5½ to 7½ in the group.
59c EACH
—Downstairs at Ayres.

Gay Sports Mix-Ups That Sing a Song of Anniversary Savings!



Plaid Jackets
\$3.98 Each
Bright, merry plaid jackets in smooth fitting tailored styles with notch collar and one button front. Pockets and plain back. Sizes 12 to 20.

Wool Skirts
\$1.79 Each
All-wool flannel skirts in plaid or plain colors of brown, navy, black and green. With pleats, flares and zipper trims. Sizes 24 to 32.

Sweaters
\$1.79 Each
All-wool zipper sweaters in long or short sleeve styles. Brooks or crew style necklines. Collars, buttons used as trims. Sizes 34 to 40.
—Downstairs at Ayres.



Saturday—We Offer You Complete Selections—Latest Styling, Newest Colors—Ayres' Fashion Rightness and Quality—Anniversary Savings in This Group of

New Fall Dresses

Sale Priced At—**\$6.65** EACH
Sizes: 9 to 17, 12 to 20, 38 to 52, 18½ to 24½

Just imagine being able to choose your new fall wardrobe from our over 1,000 brand new dresses, and at Anniversary Savings! New colors in dahlia, teal blue, black, navy, brown, slate gray, pine green, stone blue, forest brown and red. Sports, street, daytime, afternoon and office styles for all women, sizes 9 to 17, 12 to 20, 38 to 52 and 18½ to 24½!

Other Dresses Sale Priced at.....\$3.65 and \$9.65
—Downstairs at Ayres.



Dressy Fur-Trimmed Coats

In the New Silhouette—In New Colors
Take the Lead in Style and Value!

Anniversary Sale Priced at—**\$24.90**

Sizes 11 to 17—12 to 20—38 to 44 and 35 to 43!

The styles and the fur trims you've wanted in a new winter coat at big Anniversary Sale Savings! Fitted or boxy swagger styles with sleeve, collar, shoulder and detachable capes. All in nub boucle. Dahlia, black, green or brown colors. Trimmed with silvered fox, cat lynx, dyed skunk, squirrel, Canadian wolf, beaver, dyed rabbit and dyed marmot. Sizes 11 to 17, 12 to 20, 38 to 44 and 35 to 43.

Sports Coats Sale Priced at.....\$11.90
—Downstairs at Ayres.



66th Anniversary Sale
Girls' New Winter COATS
\$9.85

A rousing Anniversary Sale value in girls' fall and winter coats! Smart new "Boxy" "Tomboy" swaggers, with heavier fur trim (dyed rabbit). Reffer styles in rich colored fleeces. Fitted styles in novelty tweeds and fleeces. Many have fur trims, others self trims. Sizes 7 to 16 years.

Girls' Sample Snow Suits

(Broken Sizes, Styles and Colors)

21—Girls' Snow Suits, were \$5.98 to \$6.98
Now.....\$4.99
9—Girls' Snow Suits, were \$7.95.....Now \$6.99
7—Girls' Snow Suits, were \$10.95.....Now \$8.99

Girls' Rayon Dresses.....\$1.79
Girls' rayon crepe or spun rayon dresses in Page Boy, Bolero and Bolero Dirndl styles. Prints and solid colors. Sizes 7 to 16.

Girls' Twin Sweater Sets.....\$1.79
Girls' all-wool twin sweater sets in plain dark colors. Smart necklines and style details. Sizes 7 to 16 years.

Girls' Wool Skirts.....\$1.79
All-wool skirts in plaid dirndl, full swing, gored or tailored styles. Zipper and novelty trims. Plaids and solid colors. Sizes 10 to 16.

Girls' Sample HATS

\$1.29 and \$1.99 Each

Just 36 girls' sample felt hats. One of a style. Regularly sell for \$1.98 each.
89 girls' sample felt hats. One of a style. Regularly sell for \$2.98 to \$4.98 each.

Only the Anniversary Sale Could Bring a Price This Low!

Tots' Snow SUITS
\$3.49 Each

Tots' 3-pc. snow suits with lined leggings, warmly lined jackets and hat to match. With a bright plaid trim.
—Downstairs at Ayres.



The Newest **Hats**
While They're **News**
While They're Sale Priced—

\$1.69 EACH

- Black!
- Brown!
- Navy!
- Dahlia!
- Teal!
- Green!
- Brims!
- Turbans!
- Muffin Brims!
- Bretons!
- Miniatures!
- Off Face!

Hat styles you can't get along without, at savings you can't afford to pass up! Get your new fall hat while the styles are still news, and while the selections are still complete. With exciting trims and details... veils, ribbons, feathers, metal and yarns. Head sizes 22 and 23.
—Downstairs at Ayres.



The Anniversary Sale Brings You a VERY LOW Price on

Betty Shaw

FIRST QUALITY **Crepe Silk Hose**

Anniversary Sale Priced at—

59c PAIR

- Charm Beige! • Cruise Tan! • Mist Beige!
- Praline Beige! • Autumn Beige!

Good news "Betty Shaw" hosiery enthusiasts... we break the price on your favorite stocking! Plan to stock up tomorrow at this low price and SAVE yourself a luncheon or two. All first quality, genuine crepe silk chifcons... they're more snag-resistant. In choice of five wanted fall colors. Sizes 8½ to 10½.
—Downstairs at Ayres.

Think—

- of the Styles You Want—
- of the Color You Want—
- of the Leather You Want—
- of the Savings You'll Find in the

66th Anniversary Sale
CORLISS Fall Shoes

\$2.69 PAIR

Our famous "Corliss" shoes drop their price to \$2.69 a pair! Choice of over 30 different styles in the smartest leathers and colors. Styles for business, for campus, for street, for daytime, for informal dressy affairs and for spectator sports. Sizes 4 to 9, widths AAA to B in the group.
—Downstairs at Ayres.

