

66th ANNIVERSARY SALE

AYRES DOWNSTAIRS STORE

ONLY FOUR MORE DAYS!



"Quality Endures"

Slick New Tricks for The Junior-Miss!

New Plain Color WOOLS

Sale Priced at—
\$6.65 EACH

Soft wearable wools, the styles you've been looking and wishing for in the new fall silhouette... in the new fall colors that add a splash of color under dark fur coats or sports coats... smart for the street... the office... the classroom. In a complete selection of sizes for Juniors and Misses, 9 to 17 and 12 to 20.

A. Classic sports style in blue wool with pleated skirt and a pique collar with zipper front. Also in green, wine and black. Sizes 12 to 20.

B. Dressy type afternoon dress in flake wool with tucked skirt and interesting fashion details. In grey, teal blue and wine. Sizes 9 to 17.

—Downstairs at Ayres.

The Neatest Wool Felt Hats of the Season—Sale Priced at \$1.69

- Brims! • Turbans! • Muffin Brims!
- Off Face! • Black! • Navy!
- Dahlia! • Teal Blue! • Brown!

Wool felts with veil, feather, metal trims! Wool felts in navy, black, brown, blue and dahlia! Wool felts in all the best selling styles and they come at a very low Anniversary Sale price... and in wanted color and size selections.

—Downstairs at Ayres.

★
Every Type of Fall Shoe — Anniversary Priced!

CORLISS FALL SHOES

Reduced for Just Four More Days!
\$2.69 PAIR

At this Anniversary Saving, you'll find over 3000 pairs of shoes... Corliss Style shoes... Corliss Tarsal-Arch Shoes and Corliss Junior Shoes! Choice of over 30 different styles in the smartest and most serviceable leathers for street, campus, daytime and business wear. Sizes 4 to 9, widths AAA to B.

—Downstairs at Ayres.

**MORE EXPENSIVE FABRICS—
MORE EXPENSIVE STYLING—
MUCH MORE FOR YOUR MONEY
IN THIS ANNIVERSARY SALE OF**

New Sports COATS

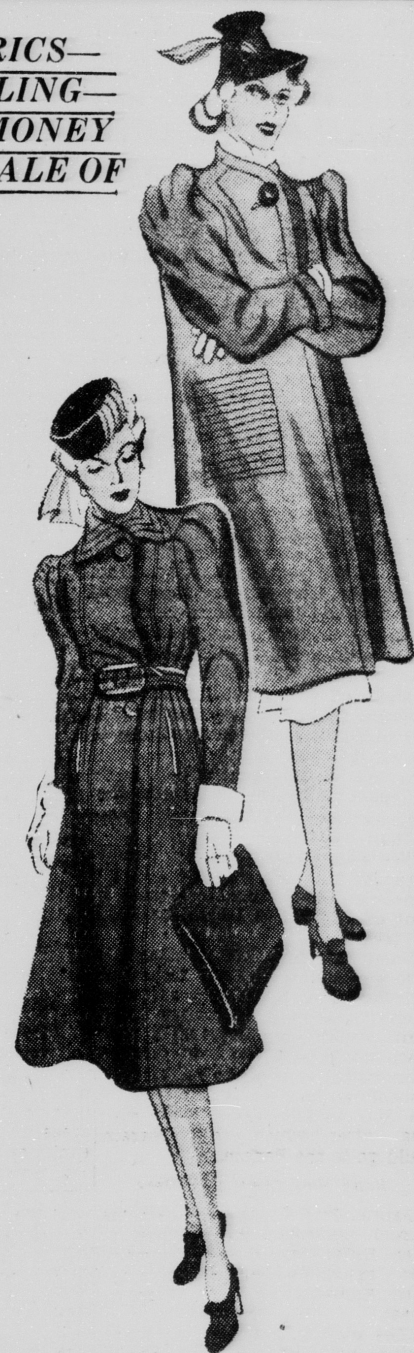
\$14.90

- Green! • Gray!
- Black! • Dahlia!
- Boucles! • Fleece!
- Reefers! • Wrap-
- Brown! • arounds!
- Box • Teal Blue!
- Swaggers! • Fitted Types!

Sizes 12 to 20—38 to 44!

One of these all-round sports coats is worth its weight in gold! They're universally practical for fall and winter weather, for sports, for daytime, for office, for street, for afternoon wear! Beautifully tailored of warm, serviceable fleeces, boucles, and shag fleeces. In a big selection of colors, and one of them is just exactly what you have in mind. Sizes for every woman!

—Downstairs at Ayres.



A Smash Sale of Big, Warm, Fluffy BLANKETS

At ANNIVERSARY Savings!

Sale Price **\$2.98**

5% Wool Double Blankets \$2.98 Pr.
Size 70x90, and extra long double blanket of 5% wool. These come in large block plaid patterns.

5% Wool Plaid Blankets \$2.98 Pr.
Extra long and extra wide 5% wool plaid blankets, 80x90 inches. In a beautiful selection of plaid patterns.

"Fieldcrest" Blankets \$2.98 Pr.
72x84-inch "Fieldcrest" 5% wool double blankets. Warm and fluffy. In big block plaid patterns in choice of colors.

Beacon Novelty Blankets \$2.98 Ea.
Size 72x84-inch Beacon novelty blankets. In green color only with rayon binding on all four sides.

BEACON BLANKETS
"Huron" pattern beacon blankets in size 66x80 inches. This is a colorful Indian pattern blanket.
\$1.77 EACH

6-LB. WOOL BLANKETS
All-wool, 6-lb. blankets in 72x84-inch size. In deep tone colors of brown, blue, maroon, green.
\$5.95 EACH

Sale Price **\$3.98**

80% Wool Blankets \$3.98
A fine quality 80% wool blanket. These weigh 3½ lbs. each. Size 72x84 inches. In wanted colors.

Featherweight Blankets \$3.98
Size 70x90, extra long featherweight blankets that give you warmth without bulk or weight. In pastel colors.

All-Wool Blankets \$3.98
Warm all-wool blankets in 72x84-inch size. These come in blue plaid color only.

"Perma Fluff" Comforts \$3.98
Size 72x84-inch "Perma Fluff" comforts in reversible combinations with rayon taffeta covers.

25% WOOL BLANKETS
25% wool single blankets in 72x84-inch size. Seconds of a higher priced blanket. 5 plaid patterns.
\$1.98 EACH

DOUBLE BLANKETS
5% Wool, double blankets in 72x84-inch size. Weigh 4 lbs. ea. in 5 colors. 3½-lb. blankets..
\$2.69 PAIR

—Downstairs at Ayres.

Sale Price **\$5.95**

4-Lb. Wool Blankets \$5.95
Seconds of a lovely quality solid color wool blanket. Weighs 4 lbs. each. In wanted colors.

Scotch Plaid Blankets \$5.95
Size 70x90 Scotch Plaid blankets in gay patterns and colors. This is a single blanket.

72x84 Quality Blankets \$5.95
This blanket in tan color only is 50% Camel's Hair and 50% wool. Unusually warm and light in weight.

Jumbo Size Comforts \$5.95
Size 78x88-inch "Perma Fluff" comforts. Covered in four color combinations of rayon taffeta.

50% WOOL BLANKETS
50% wool plaid single blankets in 72x84-inch size. Seconds. In choice of wanted colors.
\$2.25 EACH

72x84 PLAID BLANKETS
Seconds of "Fieldcrest" quality plaid single blankets. In blue, rose, green and lavender colors.
59c EA.

For RUG Values...

Shop in Ayres Downstairs Store's 66th Anniversary Sale... **Because...**

Because we've spent weeks and weeks combing the nation's rug markets for outstanding "buys!" Because we've succeeded in accumulating the largest and finest selection of rugs ever to be offered in an Ayres Downstairs Store Anniversary Sale! Because every rug in the Sale is marked at prices that will save you from 25% to 50%! Come in early TODAY. You're sure to find just the rug you want... in regular sizes... large sizes... odd sizes... for any room in the house... from such famous rug houses as these: W. & J. Sloane, Famous Argonne Rugs—Mohawk, Tops in Wilton Construction—Artloom, Style Jacquard Rugs—Karagheusian, Makers of Famous Gilistan Rugs.

HERE ARE A FEW OF OUR RUG BARGAINS:

MASLAND-ARGONNE RUGS, 9x12... \$26.95 EACH

The contract of W. & J. Sloane, the sole selling agents for Alexander Smith and Masland Rug Products expires November 1st, and will not be renewed! Therefore W. & J. Sloane are unloading as fast as they can... and offered us rock-bottom prices on a group of famous Masland Argonne 9x12 rugs! Today we offer them to you at an exceptionally low Anniversary Sale price! Save \$12.55 on each one of these rugs in Modern, Hooked, Colonial and 2-Tone leaf design. In all the wanted colors. Regularly \$39.50.

Broadloom and American Oriental Rugs

9x12 or 8.3x10.6 sizes! Today's replacement prices range from \$39.50 to \$44.50... a saving from \$10 to \$15 at this Anniversary Sale price! In Persian, Texture, Plain, Colonial Hooked and Chinese patterns. A few are imperfections!

All-Wool 9x12 Axminster Rugs

A limited quantity of rugs at a tremendous Anniversary Sale savings! All-Wool. In Persian, Colonial Hook and Plaid patterns. Tailored ends. Classed as imperfections.
\$19.95 EACH

Washed Oriental Reproductions

A luxury rug in exquisite colors and shadings... the type of a rug you've always wanted... and can now afford at this price! Heavy, wool face with fringed ends. In brilliant Oriental colors and patterns. 9x12 and 8.3x10.6 size. Regularly sells for \$110.
\$59.50 EACH

9x12 Frieze Jacquard Wilton Rugs

A Super quality twist yarn Wilton rug in Persian Oriental, Modern and Texture patterns. Seamless quality with fringed ends. In a handsome assortment of colors. Formerly sold for \$39.50.
\$36.75 EACH

Figured Axminster Broadloom Carpet

Seamless, 9-foot wide, all-wool, perfect quality broadloom. It has a heavy, serviceable pile that will give long wear. Texture, Modern, Early American and Colonial patterns.
\$2.69 sq. yd.

9x12 Mohawk Plain Broadloom Rugs

Heavy, all-wool, seamless broadloom rugs of famous long-wearing Mohawk quality. In Burgundy, Green, Blue, Antique Mahogany, Rust and Brown colors. These rugs are classed as imperfections. Formerly sold for \$39.50.
\$29.75 EACH

—Downstairs at Ayres.