

66TH Anniversary Sale

ENDS SATURDAY

AYRES DOWNSTAIRS STORE



Elegance of Precious Furs
—Paris Sponsored Styles in

**Magnificent New
Fur-Trimmed Coats**
Anniversary Sale Priced at—

\$24.90

Saturday's the last day to save on a new winter coat with luxurious fur collar and trim in the new silhouette! In fitted or boxy swagger styles. Nub boucles in dahlia, black, brown, and green colors. Sizes 11 to 17, 12 to 20, 38 to 44 and 35 to 43 in group.

Sport Coats
Sale
Priced
at— **\$14.90**

Fleeces, boucles and shag fleeces in wraparound, fitted, reefer and box swagger styles. All wanted colors. Sizes 12 to 20, 38 to 44, 11 to 17.

—Downstairs at Ayres.

Kabo Foundation Garments, 20% Off

"Kabo" Girdles and Side Hooks, now \$2.80. "Kabo" Brassieres, now \$4.00. "Kabo" Brassieres, now 47c. Complete size and style selection for all women.

"Fashion Hour" Corsets . . . \$2.29

"Fashion Hour" girdles and combinations, priced way down, because the styles are discontinued. For average type figure, and large women. Side hook style, sizes 26 to 32. Combinations, sizes 34 to 46.

"Gossard" Reducing Girdles . . . \$1.94

First time at a price this low! Gossard's reducing "All-In-ONE". Made of perforated rubber, lined with cotton jersey. Sizes 32 to 42.

Women's Balbriggan Pajamas, 2 for \$1

Regularly sell for \$1.00 a pair! Two-piece style in two-color combination, tuck-in style or collar style. Sizes 16 and 17 in the group.

Women's Rayon Undies . . . 44c Ea.

Women's famous "Dutchess" quality rayon briefs, panties, stepins, bloomers or vests. Tailored hems and set-in gussets. Sizes 34 to 42.

Tuckstitch Undies . . . 3 for \$1.00

Tuckstitch panties or vests. Snug fitting. Second. Tearose. Small, medium or large sizes.

Rayon Darby Print Slips . . . 69c

Darby print rayon satin slips with Cal. V double tailored top. Bias cut. Sizes 34 to 44. Tearose.

Women's Balbriggan Pajamas, \$1.00

Bat stripe 2-pc. style balbriggan pajamas. 2-color combination with long sleeves. Light and dark shades.

Women's Union Suits . . . 3 for \$1.00

Women's rayon stripe medium weight cotton ribbed union suits. These have builtup shoulders, tight knee and are well reinforced. Sizes 36 to 44.

"Fruit of the Loom" Slips . . . 59c Ea.

The first time at a price this low! "Fruit of the Loom" rayon slips with lace or tailored top. 4-Gore style with narrow hems. Sizes 32 to 44. Tearose color.

Women's Tuckstitch Pajamas . . . 66c

Women's warm, snug fitting, two-piece style tuckstitch pajamas with long sleeves. Some have collars. Sizes 16 and 17. Tearose and blue.

Rayon Taffeta Slips . . . 88c Ea.

Women's 100 denier rayon, taffeta or rayon satin slips in tailored or lace trimmed styles. Bias or 4-gore styles in tearose or dark shades. Sizes 32 to 44, also 13 to 17.

Clearance! Rayon Undies . . . 29c Ea.

Women's plain rayon briefs, panties, stepins, bloomers or vests. Plain fitted front. Elastic back and tailored hems. Seconds. Broken sizes.

Clearance! Rayon Undies . . . 15c Ea.

Women's plain or novelty weave rayon briefs, panties, stepins with elastic run at waist. Plain tailored hems. Small, medium, large sizes.

Rayon Satin Stripe Undies, 3 for \$1

Women's rayon satin stripe panties, stepins, briefs or vests. Plain front, elastic back, tailored at hems. Sizes 34 to 40. Tearose.



You Still Have Time To
Choose The Fall Styles
You Want—The Colors You
Want—The Size You Wear!

NEW DRESSES
For Every Occasion

Anniversary Sale Priced at—

\$6.65

SIZES: For women, misses, juniors and large-size women. 9 to 17—12 to 20—38 to 52 and 18½ to 24½.

STYLES: Afternoon, street, business, sports types. Jackets, Dirndls, Shirtwaists, Pleated skirts, gored skirts, metal, brilliant, clip, embroidery trims. Plaids, wools, rayons.

COLORS: Slate grey, rust, green, plaids, stone blue, pine green, navy, black, brown, dahlia.

Other Fall Dresses for Women and Misses, Sale Priced at . . . \$3.65

—Downstairs at Ayres.

"Betty Shaw" Stockings . . . 59c Pr.

First quality, genuine crepe chiffon hose! Made to be more snag-resistant. In all wanted fall colors. Sizes 8½ to 10½.

Full-Fashioned Chiffons . . . 49c Pr.

Irregulars from a famous maker. Ringless construction in sheer or service chiffon weight. In smart fall colors. Sizes 8½ to 10½.

Women's Wool Skirts . . . \$2.69 Ea.

All-wool skirts in plaids and plain colors. Well made with expensive details and trims. Sizes 24 to 30 waists in the group.

Women's All-Wool Skirts . . . \$1.79

Women's and Misses' all-wool sports skirts. Pleats, flares and zipper styles. Plain colors and plaids. Sizes 24 to 32 waists in the group.

Women's Plaid Sports Jackets, \$3.98

All-wool flannel skirts in plaids or plain colors of brown, navy, black and green. With pleats, flares and zipper trims. Sizes 24 to 32.

Suede Cloth Fabric Gloves . . . 39c Pr.

Discontinued styles of suede cloth, fabric slipon style gloves at an extremely low Sale price! Black, brown or navy colors. Sizes 5½ to 7½.

Sample Fabric Gloves . . . 59c Pr.

A huge style and color selection from a famous maker. Discontinued styles in novelty slipon or cuff styles. In black, brown or navy. Sizes 5½ to 7½.

Women's Cotton Handkerchiefs, 6c Ea.

Women's white cotton hankies. 4-corner embroidered applique designs in colors. Rolled hems. Buy them by the dozens for gifts.

Men's Cotton Handkerchiefs, 2 for 25c

A generous sized men's cotton handkerchief in novelty plaids or white center with striped borders. Hand rolled hems.

Tomorrow—Last Chance To Save!

**REAL SILK
De Luxe Chiffon Hose**

Sale
Priced
at— **63c** (2 pair
\$1.25)
PAIR

(Substandards)

Real Silk enthusiasts, just 3 more days to take advantage of savings on these famous stockings. Complete size and color selections at this sale price. In all the wanted fall colors. Sizes 8½ to 10½.

No Mail or Phone Orders

—Downstairs at Ayres.

"Fruit of the Loom" Frocks . . . 99c

A new low sale price on these famous fabric 80-square percale prints. 15 different styles in choice of colors. Sizes 12 to 20 and 38 to 52.

"Betty Shaw" Sports Shirts . . . 78c

In shantung broadcloths with action back and convertible neckline. In white and plain colors. Sizes 32 to 40 in the group.

Washable Rayon Dresses . . . \$2.69

"Dotty Low" and "Ketti Kent" washable rayon daytime dresses. Dressy, tailored or dirndl styles in beautiful fast color prints. Sizes 12 to 46.

Better Quality Wash Dresses, \$1.39

Women's and misses' cotton wash frocks of guaranteed "Punjab" fabrics in gay, bright colored prints. Dirndls, coat dresses, shirt-makers. Sizes 12 to 50.

Pure Dye Silk Blouses . . . \$1.79 Ea.

Pure dye silk blouses in tailored styles. Colors to go with any wardrobe. Sizes 34 to 40 in the group.

Women's Wool Sweaters, \$1.79 Ea.

Women's all-wool zephyr sweaters in long or short sleeve styles. Crew and Brooks neckline. In wanted fall colors. Sizes 32 to 40.



Tomorrow—The Last Day Is Packed
With New Style Surprises for You!

NEW FALL HATS

Sale
Priced
at— **\$1.69** EACH

•Black!
•Navy!
•Brown!
•Green!
•Dahlia!
•Rust!

Still time to save on a new fall hat! Saturday you'll find new style surprises waiting for you in all-wool felt turbans, off-face, bretons, brims and small size hats. Choice of the leading fall colors in headsizes 22 and 23.

Other New Fall Hats, Sale Priced . . . 88c

—Downstairs at Ayres.



Place Your Money on Black

**"CORLISS"
"BOW-KNOTS"**

Sale
Priced
at— **\$2.69** PAIR

A New Shoe
Style in
Black Suede

Here are two winners for fall! The Black suede "Bow-Knot" pump and the black suede "Bow-Knot" strap. Two new high fashions that will create a lot of excitement for you . . . that are practical for every costume and occasion. Sizes 4½ to 9, widths AAA to B.

"American Girl" Shoes, Sale Priced at . . . pr. \$4.00

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Tomorrow—Last Chance To Save!

Every Wanted Style and Color!

NEW BAGS

Sale
Priced
at— **90c** EACH

•Dahlia! •Tophandles!
•Pouches! •Underarms!
•Black! •Brown! •Navy!

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.

—Downstairs at Ayres.

Girls' Snow Suits . . . \$4.49

Girls' 3-piece snow suits with lined zipper snow pants, lined jacket with bright plaid trim and hat to match. Well tailored and full cut for plenty of active service. Sizes 7 to 16 years.

Tots' Winter Coats . . . \$5.45

A smartly tailored coat with matching zipper leggings and hat. Made of warm wool fleeces or novelty tweeds. In all the wanted fall and winter shades. Sizes 3 to 6.

Tots' Winter Coats . . . \$7.99

Dressy and regulation styles for boys and girls. Also brother and sister styles. Well tailored and cut with velvet or self and FUR trims. Brown, Teal blue, navy, green, dahlia colors. Sizes 3 to 6½.

Tots' Minneapolis Sleepers . . . 98c

Minneapolis knit sleepers for tots and children. With feet and guaranteed latex self-help back. Wool outside for warmth and comfort. Sizes 2 to 8 years in group.

Tots' Union Suits . . . 59c Ea.

Combination boy and girl style winter weight rayon and cotton union suits. French leg style with self-help back. Sizes 2 to 12.

Tots' Cotton Dresses . . . 94c Ea.

At a low Anniversary sale price! Tots' well-known brand of cotton wash frocks in prints or solid colors. Sizes 1 to 6½ years.