

67th Anniversary Sale

AYRES DOWNSTAIRS STORE



SAVE In This Anniversary SALE
Sports and Dress

COATS

For Women, Misses
and Juniors

\$14.88

Check these fashions... these styles... these fabrics! Pocket the savings! These are fine coat investments in anybody's language. You'll find fleeces, tweeds, camel's hair and wool, boucles and needle points in this grand assortment. Colors include wine, natural, green and tweed mixtures. Select your own style from reefers, wrap arounds, fitted and box styles. Sizes for Misses, Juniors and Women.

SPORTS COATS

An attractive sale price for these new styles in sport coats. The group includes wool and camel's hair, fleeces, tweeds, shetlands and reversibles. Colors in wine, green and natural in tweed mixtures. Sizes for Women, Misses and Juniors.

Sale Price
\$8.88

SAVE In This Anniversary SALE!
Famous Name Double-Woven Gloves

Discontinued styles and irregulars of "Famous Name" double woven gloves in plain slip-on and novelty slip-on styles. Leather trim and hand-sewn classics in black, brown, wine, green and white. Sizes 6 to 7 in the group. Anniversary Sale priced at 59c pair.

59c

Ayres' Anniversary Standards:
1. Seasonable Merchandise 4. Ayres Standard Quality
2. Complete Assortments 5. Ayres Regular Service
3. Fall 1939 Fashions 6. Lowest Possible Prices



67th Anniversary Sale of

"KABO" FOUNDATIONS 20% off

Every "Kabo" Corset, Girdle Foundation, Brassiere in our complete stock is reduced for the Anniversary Sale. Save yourself 20%... come down and shop tomorrow! Complete size selections for all women.

Girdles, SALE PRICED..... 80c to \$4.00
Combinations, SALE PRICED..... \$1.00 to \$4.50
Brassieres, SALE PRICED..... 47c to \$1.20
—Downstairs at Ayres.

SAVE In This Anniversary SALE
New Fall

DRESSES

For Women, Misses
and Juniors

\$6.65

New fall dress fashions that will tickle any feminine heart... and priced to protect your budget, too. Make your selection from rayon crepes, rayon matelasses, plaid wool and fleck wools. Styled in coat dresses, jacket dresses, bustle backs, 2-piece dresses and tailored styles. Colors include black, moss green, grotto blue, grape, wine and aqua. Sizes for Misses, Women, and Juniors.

We Sketch Right—A rayon "Magic Hour" crepe dress with soutache braid trim in princess style. Black, wine, blue grotto. Sizes 12 to 20.

Other New Dresses

Fall dresses in new styles in this great 67th Anniversary Sale at great savings. Rayon alpaca, rayon rib roll, rayon romaine, fleck wool and plaid wools, styled in princess dresses, bustle backs, jacket dresses. Sizes for Women, Misses and Juniors.

Sale Price
\$3.65



SAVE In This Anniversary SALE!
Fruit of the Loom Rayon SLIPS

These famous "Fruit-of-the-Loom" Slips are favorites with women because they are GUARANTEED for fabric construction, workmanship and size. The seams are double stitched to insure longer wear—they're easily washed and ironed, too. Adjustable straps. Lace-trimmed, V-top, 4-gore or bias styles, in rayon, satin and rayon diener styles. Sizes 32 to 44. Tearose.

88c



SAVE In This Anniversary SALE!

CORLISS

Style, Arch or Junior Shoes

SALE PRICE **\$2.69**

Now is the time to buy "Corliss" shoes either in Style, Arch or Junior models at Anniversary savings! Pumps, straps, ties oxfords in suedes, kid, calfskin and alligator calf. Low, medium and high heels. Sizes 4 to 9. AAA to E widths.

"Betty Shaw" Arch Shoes, Sale Price, \$3.59

—Downstairs at Ayres.

SAVE 20% On All Our

American Girl
Fashion Arch Shoes

SALE PRICE **\$4.00**

Only at Ayres' Downstairs Store Anniversary Sale could you hope to get such shoe values. Choice of our entire stock of the popular "American Girl Shoes" featured at these worth-while SAVINGS! Attractive new fall shoes in pump, strap, tie and oxford styles. Suedes, kidskins, calfskins, alligator calf and patents in black, brown, wine and green. Sizes 4 to 11. AAAA to EEE widths.

\$5.50 American Girl Shoes, Sale Priced, \$4.50

—Downstairs at Ayres.



Anniversary Savings in

New Fall HATS

SALE PRICE **88c**

• Trims! • Turbans! • Bustle Turbans!
• Scotty Suedes! • Bumpers! • Antelope
Suedes! • Vells! • Ribbons • Feathers!
• Blacks! • Jewel Tones! • Quills
• Self Trims!

A marvelous collection of smart, becoming new fall styles in felts, wool jersey, velvets, antelope suedes (processed lamb), blacks, browns and navies. Head sizes 22 to 23.

*Processed Lamb.

—Downstairs at Ayres.



You Save Money In This Anniversary Sale of

REAL SILK DeLuxe Chiffon Hose

Irregulars

69c

Regularly 79c

Here's the hosiery event that thousands of thrifty women eagerly await! Real Silk DeLuxe Chiffon Stockings are famous for their sheer beauty, their wearability and their budget price! Clear, sheer chiffon hose in the newest fall colors! Full fashioned! Sizes 8 1/4 to 10 1/4. Better stock up now on your fall hosiery supply and SAVE!

Sale of Substandards—Full-Fashioned Crepe Knit STOCKINGS

Women like these beautiful crepe-knit chiffon hose because they are so snag resistant. Full-fashioned. Reinforced to insure longer wear. Smart new hosiery shades in three popular weights. Slight substandards that do not mar the beauty or wearability of these hose. Sizes 8 1/4 to 10 1/4.

Sale Price **59c**
Regularly 69c
—Downstairs at Ayres.

