

# 67th Anniversary Sale

## AYRES DOWNSTAIRS STORE

Extra Savings! In This SAMPLE SALE of Infants' Wear!

**Big Anniversary Savings!**

**Fur Trimmed COATS**

**SALE PRICE \$23.88**

- American Grey Fox
- Manchurian Wolf Dog
- Canadian Wolf
- Mink Dyed Marmot
- Dyed Coney

Here's another OUTSTANDING Anniversary Coat Value! Higher type, beautifully styled, smartly furred winter coats featured at EXCEPTIONAL savings! All the new silhouettes, all the novel new fur trims, the most desired new fabrics, too, await your choosing! Sizes 12 to 20-38 to 52 and 35 to 51. Also sizes 9 to 17 in the group.

- Sailor Collars
- Plastrons
- Kidney Collars
- Tuxedos
- Tweeds
- Twills
- Blacks
- Wines
- Greens

**Sports and Dress Coats**

**SALE PRICE \$14.88**

—Downstairs at Ayres.

**Anniversary Bargains!**

**New Fall HATS**

**SALE PRICE \$1.69 EACH**

The very newest and the very smartest hat fashions for young women and matrons featured at substantial Anniversary Savings! Wool felts, velvets and wool jersey hats in fascinating new styles for street, business and afternoon wear. Flattering new fall colors. Headsizes 22 to 23.

**Styles:**

- Cushion Brims!
- Pill Boxes!
- Draped Hats!
- Bumper Brims!
- Turbans!
- High Crowns!
- Dressy Types!
- Black!
- Navy!
- Brown!
- Wine!
- Blackberry!
- Viking!
- Moss Green!

**Colors:**

**Save in This Anniversary Sale of Betty Shaw Arch SHOES**

**SALE PRICE \$3.69**

- PUMPS
- SANDALS
- TIES
- SUEDES
- KID
- ALLIGATOR CALF
- PATENT LEATHER

If you've never worn these grand shoes, you've got a big surprise awaiting you... Note the fashion smartness of these shoes... feel the built-in comfort as you walk in them... then you'll realize what a treat you give your feet when you wear BETTY SHAW arch shoes. Combination last (narrow heel). Military, Cuban and boulevard heels.

Sizes 5 to 10—Widths AAAA to E

—Downstairs at Ayres.

AT **1/3** to **1/2** OFF

We were fortunate in securing this grand group of sample infants' wear. The merchandise is all salesmen's samples... and because we bought it at such reduced prices we're selling it to you at the same savings. Some of the lots are broken and not all sizes are complete but for truly fine savings don't miss this SAMPLE SALE of infants' wear.

Prices Range From 19c Up to \$2.99

Silk Coat Sets  
Bunting  
Satin Comforts  
Blankets  
Cannon Wash Cloths  
Towels, Diapers, Wrappers  
3-Pc. Bootie Sets  
Wool Sweaters  
Infants' Hand-Made Dresses

Infants' Hand-Made Creepers  
Infants' Knit Bonnets  
Wool Legging Sets  
Full Size Crib Sheets  
Hand-Made Pillow Cases  
Rayon Satin Pillows  
Tuck Stitch Panties  
Boys' Cotton Polo Shirts  
Boys' Wash Suits

**Other Layette Values—SALE PRICED!**

**Beacon Bassinette Blankets**  
Infants' Beacon bassinette blankets. Pink, blue and white. Slight irregulars. 19c

**Beacon Fleece Blankets**  
Warm fleece infants' blankets in novelty patterns. Pink, blue in slight irregulars of better blankets. 3 for \$1

**Beacon Cloth Bunting**  
Satin ribbon trim with attached hood and envelope button bottom. Pink and blue. 89c

**Curity Gauze Diapers**  
Sizes 27x27 and 20x24. Slight irregulars but guaranteed absorbent. Will give first quality service. Doz. \$1.39

**Hand Made Dresses**  
Infants' hand-made dresses with top and bottom embroidered. Sizes from 6 months to 2 years. 55c

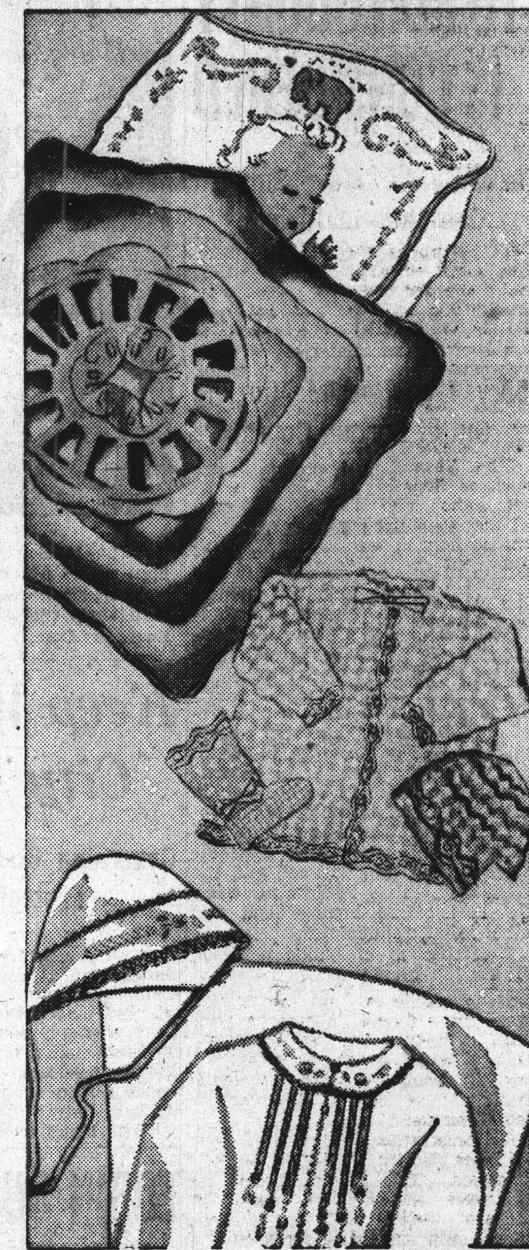
**Hand Made Creepers**  
Infants' hand-made creepers in soft pastels and white. 55c

**Infants' Tailored Shirts**  
Infants' tailored shirts of warm cotton knit and rayon stripe. Double breasted and tie side. 4 for \$1

**Infants' Training Panties**  
Infants' double knit training panties with yoke front and french leg. 6 for \$1

**Flannelette Gertrudes and Kimonos**  
Infants' flannelette gertrudes, gowns and kimonos. White with pink and blue trim. 6 for \$1

**Kapok Filled Pillows**  
Infants' kapok filled pillows with reversible pink and blue satin cover. 29c



There's Extra Comfort in These  
**Innerspring Studio Couches**

With Three Pillows



**Innerspring Pillows**  
**Sisal Insulated Innerspring Mattress**

Many expensive features make this studio couch an outstanding value at this very low price. Walnut arms, Innerspring pillows, extra fine heavy cover, metal let-down back, sisal insulation on both sides of cushion and on top, cord trim and button tufting. Just because the covers are discontinued, you can save \$14.50 on these studio couches.

**\$25**  
\$16.95  
—Downstairs at Ayres.

**This Anniversary 'Bargain Time' Brings a Grand Selection of**

**Daytime Wash FROCKS**

**Sale Price \$1.79 Each**

The perfect dress for house wear. Strong washable French rayon crepes and spun rayons to give you long wear. Tailored nicely with trim waist lines. Choose in gay, practical prints. Sizes 14 to 44. It will pay you to take advantage of these Anniversary Savings!

—Downstairs at Ayres.

**Have a Smooth Figure With Your New Fall Dress**

**Women's Rayon Satin and Rayon Crepe SLIPS**

**69c**

Smooth fitting slips accent your figure in your new fall dress fashions. You'll like these new rayon satin and rayon crepe slips with California V lace and tailored tops and bias cuts. Sizes 32 to 44 in tea rose.

**"Dutchess" Rayon Slips**  
Discontinued styles of Dutchess rayon stripe knitted slips. 4 Gore. Sizes 34 to 44 in tea rose. 69c

**Rayon Satin Gowns**  
Rayon satin gowns with V neck. Laced trimmed with ties at waist. Sizes 16 to 17. (Seconds). 79c

—Downstairs at Ayres.

At Anniversary Sale Prices  
You Can Afford Many of These

**Skirts 'n' Sweaters**

**SALE PRICE \$1.79 EACH**

Skirts—Flattering all-wool flannel skirts in swinging wide flares, gores and pleats. Match your fall colors with navy, black, wine, green and brown. Waist sizes 24 to 32.

Other Attractive Sweaters \$1.49  
Classic slip-on style sweaters, crew or boat necklines, short sleeves. Shetland and angora blend wools. White and colors. Sizes 34 to 40. Anniversary Sale priced, \$1.49 each.

New Fall Skirts \$2.69  
Pleated skirts! Gored skirts! Flared skirts! Gay, colorful plaids and plain colored wool crepes and shetlands in sizes 24 to 32 waist. Buy your new fall skirt now in this Anniversary Sale and SAVE!

Plaid Jackets \$3.69  
Plaid jackets are ever popular for school, sports and business wear and our Anniversary Sale features them at Great Savings! Choose classic or cardigan styles in a variety of plaids. Sizes 12 to 20.

