

# 67th Anniversary Sale

## AYRES DOWNSTAIRS STORE



**Sparkling Anniversary Savings!**  
Youthful Flattery in  
**Women's DRESSES**  
**\$6.65**

• Black • Blue  
• Wine • Grape  
• Moss Green

Sizes 18½ to 24½; 38 to 44;  
46 to 52 in the group.

Youthful fashions, selected because of their inclination to flatter and modify your figure. Fashioned in rayon romaine crepe, rayon cynara crepe, matelasse, rayon alpaca . . . Finely tailored and exquisitely trimmed to give that "expensive" look.

Sketched left—Cynara rayon crepe with nailhead trim, bracelet sleeves. Black, blue and wine in sizes 18½ to 24½.

Sketched right—Rayon romaine crepe in drawn work design. Black, blue, wine in sizes 38 to 52.

—Downstairs at Ayres.

**ONLY  
4  
More Days  
of Anniversary  
SAVINGS!**

**Anniversary Highlight Value!**

**Women, Misses  
and Junior  
Dress COATS  
\$14.88**

• Double Twills  
• Needle Points  
• Friezes

Here are the coat values that women, the town over, are rushing to take advantage of. Lovely coat fashions that you expect to see at a much higher price. Smartly tailored styles in durable and attractive fabrics such as double twills, needle points and friezes. They're styled in double breasted, boxed, fitted and belted types in black and some colors. Also sport coats in tweeds, fleeces and wool and camel's hair.

Sizes 11 to 17; 12 to 20; 38 to 44;  
35 to 45 in the group.

—Downstairs at Ayres.



**Anniversary Sale Success!**  
**Cushion Brim FELTS**  
**\$1.69**



We're proud of this little hat style because of its popularity among women who select head fashions with discriminating care. Wool felt in a cushion brim that fits snugly to the back of your head and well down in the collar of your coat. Velvet and veil trim in head—sizes 22 to 28. Colors and Black. —Downstairs at Ayres.

**Anniversary Sale!**  
**American Girl**  
**Fashion-Arch SHOES**  
**\$4.00** PAIR

• For Comfort!  
• For Smart STYLING!  
• For DURABILITY!  
• For Modest PRICE!

You'll find typical "American Girl" quality in these shoes that give you comfort, styling and durability at a budget price. Fashioned in Black Suede, Suede with Alligator Calf and Suede with Black Patent. Sizes 4½ to 9, widths AAAA to EEE in the group.

Pumps  
Straps  
Ties  
Oxfords  
Suedes  
Blacks  
Browns  
Kids

—Downstairs at Ayres.

**Anniversary Hosiery Sale!**  
**REAL SILK**  
**Sheer Chiffon STOCKINGS**

**Substandards  
SALE PRICED  
59c**

PAIR

We've sold thousands of pairs of these stockings at a much higher price . . . so now that they're reduced so low you'll want to stock up with many new pairs for months to come. Your choice of two different weights . . . the 3-thread with silk heel, toe and sole . . . or the 4-thread with silk plaited toe and sole. Both weights have dainty picot hem and picot runstop. Fully reinforced at points of wear. Sizes 8½ to 10½.

—Downstairs at Ayres.

**Anniversary Sale of  
'Midwood' Sheets**

**81x99  
SIZE - 69c  
EACH**

Seconds of "Truth" sheets, for 13 years Indianapolis women have bought "TRUTH" sheets with the utmost confidence—and NOW they can buy these slight "seconds" with as much confidence. So be wise and stock up on your household supply NOW at these Anniversary Savings!

**White Sheet Blankets**  
72x90—69c  
72x108—89c  
72x99—79c

Lovely white sheet blankets . . . extra heavy . . . creamy white . . . with soft downy nap for pleasant nights of comfortable rest.

—Downstairs at Ayres.

**"Cannon" Wash Cloths**  
A fine group of quality wash cloths in assorted colors, done up in tape tied package.

**54c  
Doz.**

**Sheet Blankets**  
Warm sheet blankets in 64x76-inch size. Plaid designs in several attractive colors.

**39c  
ea.**

**Percale Prints**  
80 square percale prints in remnants of new fall patterns in many colors to choose from.

**12c  
yds.**

**All-Wool Single Blankets**  
All-wool single blankets in a solid color with matching binding. 70x80-inch size.

**\$3.98  
ea.**

**Anniversary Sale  
CHENILLE  
RUGS**

18x36 Inches	69c
22x34 Inches	79c
24x44 Inches	\$1.00
27x54 Inches	\$1.49

Your choice of two practical patterns for bedrooms and bathrooms in green, blue, black, yellow, red and orchid. Fast colors and washable.

—Downstairs at Ayres.

**67th Anniversary Sale of  
FRUIT OF THE LOOM  
Rayon Slips**  
**88c**

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, tailored, V-top, 4-gore or bias styles, in rayon satin and rayon diener styles. Sizes 32 to 44. Tearose.

**Women's Rayon Satin Slips** \$1.49  
Beautiful, soft rayon satin slips. Cal-V, lace and tailored 4-gore styles. Double stitched seams to insure longer wear. Tearose. Sizes 32 to 44.

**Women's Rayon Slips** \$1.19  
Women's rayon satin & rayon crepe slips, soft and light in weight. Cal-V tailored and bias-cut styles. Tearose. Sizes 32 to 44. (Firsts and seconds.) Limited quantity.

—Downstairs at Ayres.

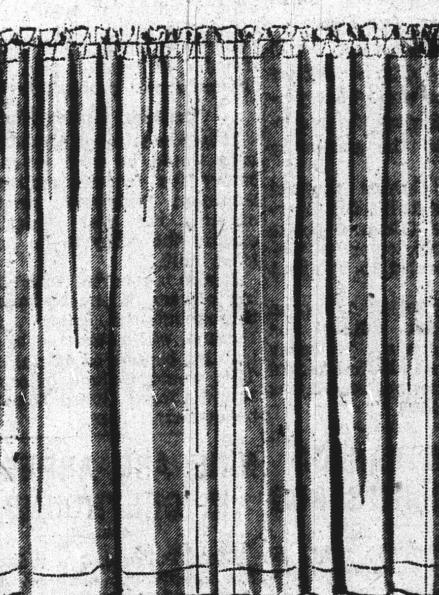
**Choose From Our Entire Stock!**

**KABO FOUNDATIONS**

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.

**20%  
OFF**

—Downstairs at Ayres.

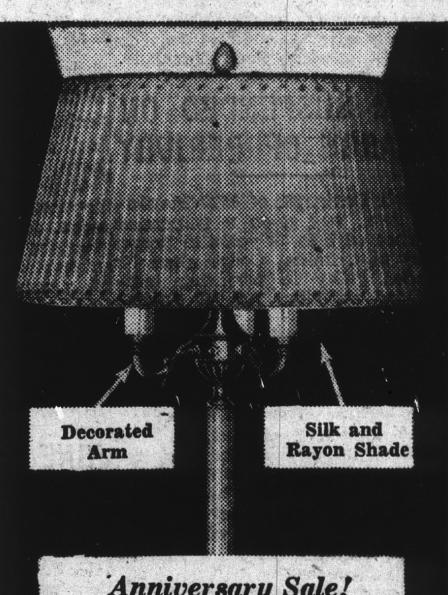


**Extra W-I-D-E  
Celanese Rayon**

**Ninon Panels**

**SALE  
PRICE  
\$1.19  
Each**

For the first time we are able to offer these extra wide celanese rayon ninon panels at this sale price. They're full 44 inches wide and 21½ yards long with 1-inch side hems for more luxury and fullness. Natural and rose beige shades.



**Anniversary Sale!**

**6-Way Onyx  
LAMPS**

**\$6.95**

A "swell" lamp value offered in a "swell" sale at a price you can't afford to overlook if you're in need of correct lighting for your home. They're the reflector type in floor or bridge size with white or bronze, fancy decorated candle supports. Anniversary Sale priced at \$6.95.

—Downstairs at Ayres.

**CURTAINS  
For Every Room in Your House**

**Sale  
Price  
\$1  
Each or  
Pair**

1. 68x2½ Yds. Pin Dot Frillies ..... \$1. Pair
2. 41x2½ Yds. Cushion Dot Frillies ..... \$1. Pair
3. 68x2½ Yds. Lace Panels ..... \$1. Each
4. 54x2½ Yds. Lace Panels ..... \$1. Each
5. 42x2½ Yds. Combination Lace Panels \$1. Each

—Downstairs at Ayres.