

67th Anniversary Sale

AYRES DOWNSTAIRS STORE

"QUALITY ENDURES"



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, brazelet 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 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 Suedes
Straps Blacks
Ties Browns
Oxfords Kids

—Downstairs at Ayres.

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 camels 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 23. Colors and Black. —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 platted 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

72x99—79c

72x108—89c

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.

Percal Prints

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

12c
Yd.

All-Wool Single Blankets

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

\$3.98
Ea.

—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.

Wom'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 69c
Women's rayon satin & rayon crepe slips, soft and light in weight. Cal-V tailored and bias-cut styles. Tearose. Sizes 32 to 44. (First and seconds.) Limited quantity.

—Downstairs at Ayres.

Choose From Our Entire Stock!

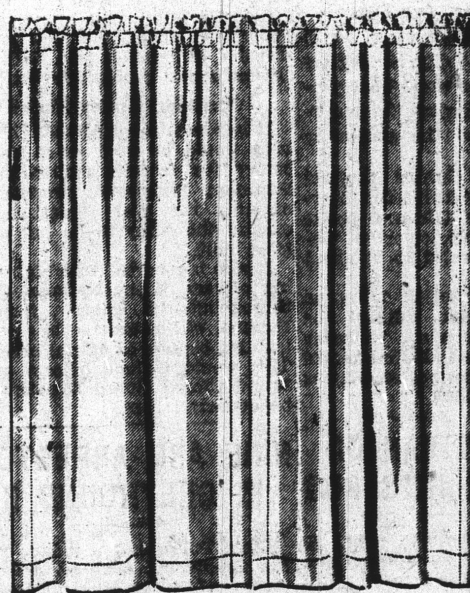
KABO FOUNDATIONS

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 21-6 yards long with 1-inch side hems for more luxury and fullness. Natural and rose beige shades.

CURTAINS

For Every Room in Your House

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

1. 68x2½ Yds. Pin Dot Frieze... \$1 Pair
2. 41x2½ Yds. Cushion Dot Frieze... \$1 Pair
3. 68x2½ Yds. Lace Panels... \$1 Each
4. 54x2½ Yds. Lace Panels... \$1 Each
5. 42x2½-6 Yds. Combination Lace Panel \$1 Each



Chintz Covered

Maple Cricket ROCKER

Sale Price **\$5.95**

Here's an adorable little maple cricket rocker at an outstanding sale value. Attractive, comfortable and covered with red, blue, green, brown, black or tan chintz. Ideal for the sun room, bedroom or den.

—Downstairs at Ayres.

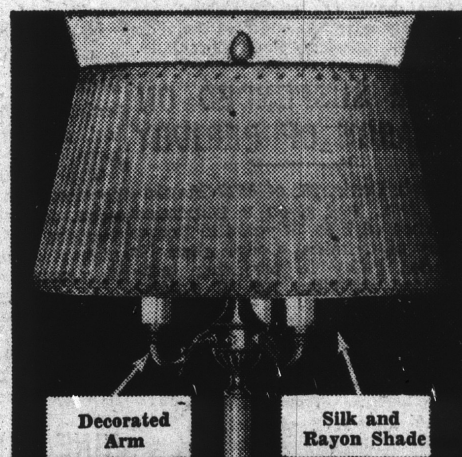
Anniversary Sale

CHENILLE RUGS

- | | |
|-------------------|--------|
| 18x26 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.



Decorated Arm

Silk and Rayon Shade

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.