

68th Anniversary Sale

AYRES DOWNSTAIRS STORE

You Get Extraordinary Quality In This Sample Sale! Tots', Infantswear

SAVE 1/3 to 1/2

Just at the time of year when the little folks are needing about everything in the book, we are able to offer this very outstanding sale of quality Tots' and Infants' wear at prices that are far below the ever-increasing market. You'll find quality merchandise . . . made right . . . priced right . . . and just right for all needs. Save tomorrow in this great SALE!

SAVE 1/3 to 1/2

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| <ul style="list-style-type: none"> Infants' Saques and Sweaters 89c to \$1.09 Infants' Bootie Sets \$1.09 to \$1.49 Infants' Shawls 89c to \$1.39 Infants' and Toddlers' Knit Headwear 25c to 50c Infants' Hand-Crocheted Booties 25c to 39c Tots' Sweaters 89c, \$1.09, 1.39, \$1.99 Toddlers' 3-Pc. Wool Panty Sets \$1.49 Infants' Full-Length Knit Coats 89c to \$1.39 Infants' All-Wool Knit Leggings 89c Infants' Better Blankets 39c, 50c, 89c, \$1.00 Infants' Hand-Crocheted Mittens 39c | <ul style="list-style-type: none"> Infants' and Toddlers' Wool Legging Sets \$1.49 Infants' Beacon Cloth Buntings 89c, \$1.39 Infants' Rayon Taffeta Comforts \$1.99 Infants' Cotton Knit Creepers 50c Infants' Tie Side Cotton Shirts 19c Infants' Rayon and Cotton Training Panties 2 for 25c Infants' Handmade Gertrudes 15c Infants' Handmade Creepers 50c Infants' "Cannon" Double Knit Towels 15c Infants' Wool Knit Pantie Pilchers 39c | <ul style="list-style-type: none"> Boys' Novelty Stripe Polo Shirts 39c Boys' Corduroy Longies 50c Tots' Better Cotton Dresses 39c Boys' Cotton Wash Suits 39c Tots' Wool Flannel Skirts 50c Tots' Flannelette Sleepers 29c Boys' Corduroy Shorts 39c Boys' Knit Suits, Polo Tops, Wool Pants 89c Toddlers' Coat Sets and Snow Suits 99c Tots' Wool Coats With Hats \$2.00 |
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A Maker's Liquidation SALE of Fine Part-Wool and All-Wool Blankets

Only Ayres' Anniversary Sale Could Bring Such Savings on Substandards* of

REAL SILK

De Luxe CHIFFON STOCKINGS

3-Thread for Dress and Evening Wear!
4-Thread for Street and Business Wear!

It's here! The hosiery event that thousands of "economical women" eagerly await! Think! Sheer, clear "Real Silk" hose, specially constructed with long-wearing features, SALE PRICED to SAVE you money! Just to feel the caress of these soft silk hose makes you feel "better dressed," while their longevity gladdens your heart and budget, too! So, get utterly reckless—select a "goodly supply" of these famous hose in colors that change your costume like a magician.

* Substandards are stockings that escape, by the narrowest of margins, being classed as firsts. Their beauty and wearability are in no way impaired. Buy them with CONFIDENCE!

REAL SILK "SMART TWIST" CHIFFON STOCKINGS
3 and 4-Thread weights in quality substandards of smart twist chiffon stockings. Picot hem and picot runstop. Sizes 8 1/2 to 10 1/2 in all new hosiery shades.

59c Pr.

—Downstairs at Ayres.

Regularly 79c Pair
NOW SALE PRICED

69c

PAIR

At Tremendous Savings!

Positively every blanket we could possible secure in this drastic manufacturer's liquidation sale! . . . Blankets were sacrificed by this large firm and we were able to get this choice lot of fine all-wool and part-wool blankets at tremendously low prices. * As usual, we pass these choice values on to you with the same gigantic savings that will permit you to purchase your entire winter's supply of blankets at a fraction of their former price.

<ul style="list-style-type: none"> 24-70x80-Inch 50% Wool Blankets (Solid Colors) \$2.99 31-70x80-Inch 50% Wool Blankets (Reversible) \$2.99 10-72x84-Inch 50% Wool Blankets (Solid Colors) \$2.99 28-70x80-Inch 50% Wool Blankets (Solid Colors) \$2.99 	<ul style="list-style-type: none"> 7-72x84-Inch 50% Wool Double Blankets (Plaid) \$5 11-72x84-Inch 50% Wool Double Blankets (Plaid) \$5 20-70x80-Inch 50% Wool Double Blankets (Plaid) \$5 21-72x84-Inch 50% Wool Double Blankets (Plaid) \$5 18-70x80-Inch 50% Wool Double Blankets (Plaid) \$5 20-72x84-Inch 50% Wool Single Blankets (Plaid) \$5
<ul style="list-style-type: none"> 39-70x80-Inch All-Wool Blankets (Reversible) \$4.44 14-72x84-Inch All-Wool Blankets (Reversible) \$4.44 22-70x80-Inch All-Wool Blankets (Solid Color) \$4.44 28-72x84-Inch All-Wool Blankets (Solid Color) \$4.44 	<ul style="list-style-type: none"> 11-80x90-Inch All-Wool Single Blanket \$7.95 7-72x84-Inch All-Wool Single Blankets \$7.95 13-70x80-Inch All-Wool Double Blanket \$7.95 13-72x84-Inch All-Wool Double Blanket \$7.95

Casual SPORTSWEAR AT ANNIVERSARY SAVINGS

All-Wool Flannel "Little Brother" JACKETS \$3.59

Smart for any occasion are these "Little Brother" colorful all-wool flannel jackets! Well tailored and full cut. Bright red, black, soldier blue, Indian Earth and Bayleaf Green, in sizes 12 to 16.

(1) Wool Flannel Skirt, \$1.79
All-wool flannel skirt with flares and zipper side fastening. Self-tie belt. Colors in Indian Earth, Soldier Blue, Black, Wine and Dark Green. Sizes 24 to 30.

(2) Wool Plaid Skirt, \$2.59
All-wool plaid skirt, pleated all around. Assorted clan plaids. Sizes 24 to 30.

(3) Corduroy Jumper \$3.59
Corduroy jumpers of fine pinwale. Colors in Red, Brown, and Green. Sizes 12 to 16.

—Downstairs at Ayres.

SWEATERS

(1) Boxy CARDIGAN \$1.79
All-wool long sleeve cardigan with or without pockets. Sizes 34 to 40 in colors of red, natural, powder, navy, bayleaf green, maize, clay.

(2) Short Sleeve Sweater 94c
Baby lamb and shetland sweaters, square neck, button front. Colors in navy, red, powder blue, and dusty pink. Sizes 34 to 40.

(3) Short Sleeve CARDIGAN \$1.79
Chenille cardigans with short sleeves. Colors in red, dusty rose and powder blue. Sizes 22 to 40.

—Downstairs at Ayres.

Anniversary Value! Our Entire Stock of

KABO Garments

20% OFF

EVERY Kabo Girdle, Combination and Brassiere has been REDUCED 20% for this, our 68th Anniversary Sale! Lightweight types, well-boned garments and inner-belt styles, zipper, side-hook and step-in styles for every type of figure! Come in tomorrow, and get your new Kabo garment, and SAVE!

Kabo Combinations, sale priced \$1 to \$4.80
Kabo Girdles, sale priced 80c to \$4.00
Kabo Brassieres, sale priced 47c to \$1.60

—Downstairs at Ayres.

59c

• Black! • Brown!
• Green • Natural • Wine!

FAMOUS NAME SAMPLE GLOVES

Anniversary SAVINGS on Famous Name Sample Gloves. Irregulars of better gloves! Rayon fabrics. Leather backs, hand-sewn, laced styles all in the popular slip-on-style. Choose in the popular costume colors. Sizes 5 1/2 to 8. We advise EARLY shopping for best selection!

Super Savings in Our 68th Anniversary Sale!

* "RAIN 'r SHINE"

COATS

SALE PRICED

\$8.88

Sport Coats for Misses, Juniors

Reversible Coats Gabardine
Fitted Styles Tweeds
Boxy Styles Corduroy
Wrap-Around Styles Shetland

In any kind of weather a reversible coat is better. Wear the luxurious tweed, corduroy or shetland on the outside in the better weather and when it rains . . . presto . . . you reverse it to the waterproof gabardine side and it's a raincoat. Many styles have hoods. Plaid backs and wool and camel's hair included in this group.

Other Coats \$14.88 and \$23.88

—Downstairs at Ayres.