

68th Anniversary Sale

AYRES DOWNSTAIRS STORE

Hurry! Get Your Share of These Big Savings!

Enjoy These Savings in This Lucky Special Purchase Fall Dresses

Made to Sell for Much MORE Than This SALE Price

\$3.00

Sizes for Juniors, Misses, Women

Camel Suedes Rayon and Wool Tailored Rayon Alpaca Novelty Spun Dresses Magic Hour Rayons Bracelet Sleeves Crepes 1 and 2-Pc. Dresses Short Sleeves

A choice group of fine dresses procured at prices far below the level they are supposed to sell for. Styles that will immediately stamp them as "better" dresses. Tailored, dressy and sports styles. Plain and pleated skirts, jewelry trims. Colors are Black, Blue, Green, Brown, Navy, Soldier Blue, Plum, Grey and Sycamore Green, in the group.

—Downstairs at Ayres.



Reduced for Anniversary Sale!

Reversible, Plaid-Backs, Fleeces!

SPORT COATS

Sizes for Juniors, Misses and Women

\$8.88

Reversible Coats Box Coats Gabardine Fitted Styles Wraparounds Tweeds Corduroy Wool Fleece Shetlands

Be sure and visit the glorious sale of sparkling sport coats that finds all of this choice group reduced for anniversary selling. Select yours from practical, smart looking reversibles, soft casual fleeces and chic plaid-backs. Smart new hooded styles, quick, easy zipper closings on some. Distinct features on every coat and every coat a fashion hit for YOU! Sizes for Juniors, Misses and Women in the group.

Other Sport Coats \$14.88



Our Big Anniversary Attraction!

500 WOOL FELTS

88c

Bretons Brims Off-Face Turbans Veil Brims Ribbon Trims

We've sold many of these fine hats for this low price already. In case you're worrying about the hats being picked over . . . Tomorrow we place an additional 500 new wool felts in this sale. Be here early and get the hat of your choice. Styles are numerous, trims are attractive and colors are just what you've been looking for. Black, Brown, Navy, Wine, Green and Soldier Blue in the group. Head sizes 22 to 24 in the group.

—Downstairs at Ayres.



Footwear for the Fashionable, Anniversary SALE!

FASHION STARS SHOES

for WOMEN

SALE PRICED \$1.79

Designed to flatter every foot they grace. Fashion Stars have been reduced for Anniversary Sale. Those of you who wear Fashion Stars know how smart they are. Those who haven't owe it to themselves to save in this sale of smart footwear. Many colors and leathers to choose from.

Sizes 4 1/2 to 9—Width AA to B In the Group

20 New and Distinctive Styles to Choose From!

—Downstairs at Ayres.



Repeat SAMPLE Sale!

TOTS' and INFANTS' WEAR

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!

Infants' Sacques and Sweaters 89c to \$1.09	Infants' Rayon Taffeta Comforts 50c
Infants' and Toddlers' Knit Headwear 25c to 50c	Infants' Cotton Knit Creepers 50c
Infants' Hand Crocheted Booties 25c to 39c	Infants' Tie-Side Cotton Shirts 19c
Tots' Sweaters, \$1.09, \$1.39, \$1.99 & Toddlers' 3-Pc. Wool Panty Set \$1.49	Infants' Rayon and Cotton Training Panties for Infants' Hand-Made Gertrudes 25c
Infants' all-wool knit leggings 89c	Infants' Hand-made Creepers 50c
Infants' Better Blankets, \$1.00, 89c, 50c & 39c	Infants' "Cannon" Double Knit Towels 15c
Infants' Hand-Crocheted Mittens 39c	Infants' Wool Knit Pantie Pile Shirts 39c
Infants' and Toddlers' Wool Legging Sets \$4.49	Boys' Novelty Stripe Polo Shirts 39c
Infants' Beacon Cloth Bunting 89c, \$1.39	Boys' Knit Suits, Polo tops and wool pants 89c

—Downstairs at Ayres.

Save in This Sale of Timely Needs for Infants

Big 65-Piece Infants' LAYETTE

\$7.99

3 Cotton Shirts, tie side
2 Knit Gowns, draw strings
2 Flannellette Wrappers
2 Hand-Embroidered Dresses
2 Hand-made Gertrudes
1 Beacon Cloth Bunting
3 Quilted Bassinette Pads

1 Rubber Bassinette Sheet
2 Fleece Wrapping Blankets
2 Bassinette Size Blankets
24 27x27 Birdseye diapers
2 "Cannon" Wash Cloths
2 "Cannon" Knit Towels
1 Johnson Baby Powder

1 Box Q Tips
1 Bar Johnson Castile Soap
6 Baby-All Bottles
6 Baby-All Nipples

Including Every Item Listed Below

Now's the Time to Buy Those Rugs You Want!

SALE! All-Wool RUGS

\$26.95

Oriental Designs! Hooked Patterns! Two-Tone Effects!

Just imagine such rich luxurious rugs at such a low price! All-wool seamless construction with deep soft pile that wears and wears. Heavy tailored ends. Choose from such colors as Blues, Greens and Tans in Oriental patterns, hooked patterns and two-tone patterns. Some are imperfects but all are guaranteed. Your home will take on a cheerier, brighter appearance when you use these beautiful rugs.

—Downstairs at Ayres.

NO DOWN PAYMENT

on Ayres' "Few Pennies a Day" Plan. This includes small carrying charge.

BROADLOOM CARPET

Axminsters, Wilminsters, Wiltons and Twistweave choice carpets in burgundy, blue, green, tan, rust and cedar. Two-tone, scrolls, leaf and allover patterns. Some are imperfects.

A FINISHED RUG WILL COST YOU

9x12 \$49.20	6x9 \$25.50
9x15 \$61.05	9x9 \$37.35
9x18 \$72.90	9x10.6 \$42.28

\$3.95

Yard

Anniversary Values for BOYS!

Boys' Plaid Mackinaws \$3.88

Every boy will want one of these fine all-wool mackinaws for cold winter days ahead. Plaid designs and double breasted styles, full cut with four ample pockets. Plaids come in Green, Red, Blue and Brown. Sizes 6 to 18.

Buffalo Plaid SHIRTS 2 for \$1.00

Cotton flannel plaid shirts, in-or-outer style. Collar, pocket and long sleeves. Plaids in brown, green, red or blue. Sizes 6 to 18.

Boys' Fall SWEATERS \$1.19

New fall sweaters with button fronts, zipper fronts and slipover styles. Rayons, part wools, brushed wools and cottons. Colors come in Red, Blue, Green, Brown, in plain colors or two-tone fancy designs. Sizes 28 to 38.

PLAIN RIB SHORT SOCKS 8 Pcs. \$1.00	BASQUE STRIPE POLO SHIRTS 2 For \$1.00
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Plain rib short socks, lastex tops and very serviceable. Colors, wine, navy, royal, brown and green. Sizes 8 to 10 1/2.

Bright colors in green, red, blue and brown. Fast colors, in-grain stripes. Sizes 6 to 18.

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