

68th Anniversary Sale

AYRES DOWNSTAIRS STORE

See Page 4 for More Sale News!

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.

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 store. 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. Headsizes 22 to 24 in the group.



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	89c to \$1.09	\$1.09
and Toddlers'	25c to 50c	
Knit Headwear	25c to 50c	
Infants' Hand	25c to 39c	
Crocheted Booties	25c to 39c	
Sweaters	\$1.09, \$1.39, \$1.99 &	
Toddlers' 3-Pc. Wool	89c	
Pants	\$1.49	
Infants' all-wool	89c	
knit leggings	89c	
Infants' Better	39c	
Blankets	\$1.00, 89c, 50c &	
Blankets Hand-Crocheted	39c	
Mittens	39c	
Infants' and Toddlers' Wool	\$4.49	
Legging Sets	39c	
Infants' Bonnet	89c, \$1.39	
Cloth Bunting	89c, \$1.39	

—Downstairs at Ayres.

Save in This Sale of Timely Needs for Infants

Big 65-Piece Infants' LAYETTE

3 Cotton Shirts, tie side	1 Rubber Bassinette Sheet	\$7.99
2 Knit Gowns, draw strings	2 Fleece Wrapping Blankets	
2 Flannelette Wrap- pers	2 Bassinette Size	
2 Hand-Embroidered Dresses	24" 27" Birdseye diaper	
2 Hand-made Ger- trudes	2 "Cannon" Wash Cloths	
1 Beacon Bunting	2 "Cannon" Knit Towels	
3 Quilted Bassinette Pads	1 Box Q Tips	
	1 Bar Johnson Cas- tile Soap	
	6 Baby-All Bottles	
	6 Baby-All Nipples	
	1 Johnson Baby Powder	

Including
Every Item
Listed Below

BROADLOOM CARPET

Axminsters, Wilminsters, Wiltons and Twistweave choice carpets in burgundy, blue, green, tan, rust and cedar. Two-tone, scrolls, leafs 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

Reduced for Anniversary Sale!

Reversible, Plaid-Backs, Fleeces!

SPORT COATS

Sizes for Juniors, Misses and Women

\$8.88

Reversible Coats Boxy 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 sale. 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

Footwear for the Fashionable, Anniversary SALE!

FASHION STARS 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.

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

SALE! All-Wool RUGS

\$26.95

Oriental Designs! Hooked Patterns!
Two-Tone Effects!



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
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

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 \$1.00
Prs.

BASQUE STRIPE
POLO SHIRTS
2 \$1.00
For

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.

—Downstairs at Ayres.