

68th Anniversary Sale

AYRES DOWNSTAIRS STORE

Saturday! More Savings for Your Whole Family!



Sizes 9 to 15
Buy Now, In This Spectacular Sale

**VELVETEEN
JUNIOR DRESSES**

2 for \$11
(One Dress, \$6.65)

Every Junior figure will glory in the flattery of one of these very becoming Velveteen dresses. With their crisp white trim they have a youthful flare that can't be denied. Styling is the peak of 1941 perfection. All in all they're ideal for you and priced so economically, too!

Many other Dresses in this group for Misses and Women. Colors in Black, White, Brown, Grey, Soldier Blue and Plum.

—Downstairs at Ayres.



For the First Time We Offer
This Outstanding Group of

**GENUINE
FUR FELT
Casual Classics**

Reg. \$2.49
HATS
\$1.78

Black, Brown, Navy,
Green, Wine, Rust,
Beige in the Group

Fashion millinery lovers will hail this sale that brings genuine fur felt bodied hats. Smart new styles in Bowler, Pork Pie, Tyrol and Poke Styles. They're perfect for town and country wear or when casual hats become your constant companions. Buy them in a Sale that brings big savings. Headsizes 21½ to 23 in the group.

—Downstairs at Ayres.



Buy Any Style of
Our Regular \$3.00

**"CORLISS"
Style SHOES**

SALE
PRICE
\$2.69

Pumps Oxfords Kidskin
Straps Black Suede Spectators
Ties Brown Suede

While this tremendous sale lasts, you can buy our regular \$3.00 Corliss style shoes for women at the amazingly low price of \$2.69. Smart new styles to choose from in many grains and leathers. Sizes 4 to 9. Widths AAA to E in the group.

—Downstairs at Ayres.

*Fashion
Smartness*
for YOU

At Anniversary Savings!



SWEATERS

Boxy style sweaters in long or short sleeves, two ample patch pockets. Choose such lovely colors as Red, Natural, Blossom Blue, Maize and Bayleaf Green in the group. Sizes 34 to 40.

\$1.79

New Fall Sweaters 94c

Slipover and button front sweaters in short sleeve styles. Smart new fall colors. Sizes 34 to 40.



"Little Brother" Styles

Jackets

\$3.59

Little Brother style jackets in all-wool flannel. Classic styles in plaids and tweeds. Sizes 12 to 18. Nicely tailored.

Sale of All-Wool Flannel

SKIRTS

Lovely all-wool flannel skirts. Some styled with front and back kick pleats; zipper plackets and full flares. Colors come in Black, Indian Earth, Red, Soldier Blue, Wine and Green in the group. Sizes 24 to 30.

\$1.79

Other Skirts . . . \$2.59 and \$3.59

Rich wool crepes. Casual shetlands and popular corduroys. Jumper styles, pleated styles, flared styles. Sizes 24 to 32 in the group.



A Big Anniversary Sale of

Sport COATS

\$8.88

Reversible Coats
Fitted Styles
Corduroy

Boxy Coats
Wraparounds
Fleeces

Gabardine
Tweeds
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 Women, Misses, Juniors.

NEW FALL HANDBAGS

Simulated Leathers! Suede Cloth Bags!
Rayon Fabrics! Black!
Brown! Wine!
Fur Styles! Zebra Style!
Handbags you'll proudly carry now and all season through featured at these TREMENDOUS savings! Pouch styles, large roomy bags, underarm types, top handles and plenty of zippers! Simulated leathers! Suede cloth bags! Rayon fabrics! Black, brown and wine! BE EARLY for best selection!

90c

Buy Now and Save In
Our Anniversary SALE!

Neva Split

Seal Dyed Coney

Dyed Caracul Kid—Mink Dyed Coney

FUR COATS

\$58.00

456% Stronger at the
Seams, by Actual Tests!

Because it is made by the exclusive Neva Split Process, you need have no worries about splitting, tearing or ripping. Neva-Splits are superbly styled in creations by Kay Owen to give you all of the luxurious beauty you can ask for combined with durability and long wear. They're economically priced too . . . dollars below the coats that even have some of these fine features. You owe it to yourself to see how becoming you look in an attractive fur coat. See them tomorrow, in Ayres Downstairs Store while this big sale lasts.

Sizes for Misses and Women

—Downstairs at Ayres.

SAVE 10c a PAIR on Substandards of
REAL SILK DeLuxe 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! Lisle reinforced feet.

9c