

# 68th Anniversary Sale

## AYRES DOWNSTAIRS STORE

See Page 4 for More Sale News!

Saturday! More Savings for Your Whole Family!



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  
Straps  
Ties  
Oxfords  
Black Suede  
Brown Suede  
Kidskin  
Spectators

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.

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 reinforced—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.



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 plaids. 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

90c

Simulated Leathers! Suede Cloth Bags!  
Raven Fabrics! Black! Wine!  
Brown! Pouch Styles! Zipper Styles!  
Handbags you'll proudly carry now and then at the TREMENDOUS savings. Purse styles, large roomy bags, underarm types, top-hat bags, shoulder bags, etc. Simulated leathers! Suede cloth bags! Raven fabrics! Black, brown and wine!  
BE EARLY for best selection!

—Downstairs at Ayres.

Buy Now and Save In Our Anniversary SALE!

Neva Split  
Seal Dyed Coney  
Dyed Caracul Kid—Mink Dyed Coney

FUR COATS

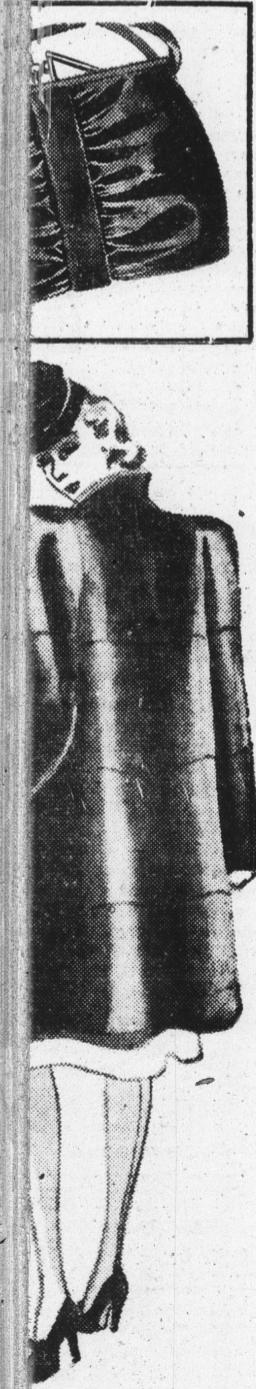
\$58.00

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.



9c