

68th Anniversary Sale

AYRES DOWNSTAIRS STORE

See Page 4 for More Sale News!

4 more Days of Savings!

Only 4 more days remain in which you may take advantage of the tremendous sale that is now in progress! Thousands have! . . . and thousands have gone away happy with the undisputable values they have obtained here. If you haven't availed yourself of this opportunity . . . may we urge you to do so at once. And to those that have already shopped this sale, many fresh new items are added to the sale daily to make every day a DAY OF VALUES!



CAMPUS SPORT COATS

SALE PRICE \$8.88

Reversibles! Tweeds! Plaids! Shetlands! Everything you need for smart campus wear at a price that you'll cheer. Fitted, boxy and wrap-around styles. Many styles included in this group. Sizes for Misses and Juniors. Wool and Camel's hair included in this group. Skirted right. Froid jacket with zip out lambskin lining. —Downstairs at Ayres.

Regular 79c
Substandards of

REAL SILK De Luxe Chiffon STOCKINGS 69c

A hosiery event that's become the talk of the town. "Real Silk" substandards are selling for 69c a pair . . . that's news . . . budget news to Women everywhere. Stock up at once and save 10c a pair. 3-Thread for evening and 4-thread for street and business wear. Reinforced at points of wear with lisle for longer wear. —Downstairs at Ayres.

Every Housewife Will Want an Armful!

"FRUIT of the LOOM" Cotton DRESSES

Reg. \$1.09
Values **94c**

- Zipper Fronts!
- Button-Coat Styles!
- Tailored Styles!
- Puffed Sleeves!
- Pleats!
- Florals!
- Stripes!
- Paisleys!
- Checks!

When you see the smart styles, the quality of the tailoring and the lovely colors, you won't believe the LOW price! But they're styled by "Fruit of the Loom," which explains a lot of their outstanding value! Zipper fronts, button front coat styles and tailored styles with pleats, fancy stitchings, clever pockets and outstanding trims! Choose in florals, stripes, paisleys, checks and dots, in 80-sq. percales, WASHABLE. Sizes 12 to 52 in the group. —Downstairs at Ayres.

For Home or Professional Wear!
"Fruit of the Loom" **UNIFORMS 94c**

If your occupation or "hobby" requires a uniform you'll welcome this Anniversary Sale Value! "Fruit of the Loom" presents smart new styles to flatter you! Many are zipper style, others button fronts! The fine tailoring and stitchings make these uniforms special values. Sizes 12 to 50 in the group. —Downstairs at Ayres.



In One Svelt Swoop We Offer All of These New

Smart Fall FASHIONS

2 for \$7
1 Dress \$3.69

Black Blue Navy Green Grey Brown

Rayon Alpaca Crepe! Rayon and Wool! Novelty Spun Rayons! Rayon Spuns! Bell Sleeves, Short Sleeves, Bracelet Sleeves! Coat Dresses, Swing Skirts, Pleated Skirts! Tailored, Dressy and Business Fashions!

Sizes 9 to 15; 12 to 20; 38 to 52; 18½ to 24½ in the group. —Downstairs at Ayres.


By Popular Demand We Repeat This Tremendous

SALE! Wool and Part-Wool BLANKETS

50% WOOL	ALL WOOL
70x80-Inch 50% wool blankets in plaids and solid colors. All single blankets sizes in good rich quality. \$2.99	All-Wool Blankets in single sizes, 72x84 and 70x80 inches. A very low price for an all-wool blanket. \$4.44
"Perma-Fluff" COMFORTS \$5.00	Reversible COMFORTS \$3.98

Soft, rich "Perma-Fluff" comforts in solid colors and reversibles. Rayon taffeta faille covering. Will not pack or break apart. 5% wool and 95% cotton. 72x84 inches.

All sateen covered reversible comforts in many colors and paisley designs. Perma-Fluff filling, lighter than wool and warmer than wool. 72x84 inches. —Downstairs at Ayres.



SPECIAL VALUE!

Imagine!
Being Able to Buy A

GENUINE INNERSPRING MATTRESS

FOR ONLY **\$9.95**

A durable and comfortable innerspring mattress that will give you a lot of dependable service. It comes in either twin or full size. Famous A. C. A. ticking for long wear. 180 electrically tempered coil springs, steel insulated and padded with fresh white cotton. Buy this bargain tomorrow and save plenty! —Downstairs at Ayres.

Anniversary Savings in Women's

'FRUIT of the LOOM' Rayon Crepe and Rayon Satin SLIPS 88c



These famous "Fruit of the Loom" slips are favorites with women because they are guaranteed for fabric construction, workmanship and size. Seams are double stitched to insure long wear—easily washed and ironed. Adjustable straps. Lace and tailored styles. V-tops, bias and 4-gore styles. Rayon crepe and rayon satin. Tearose. Sizes 32 to 44.