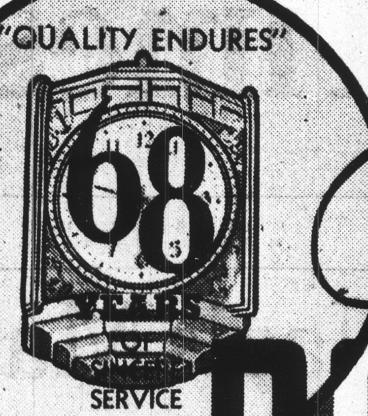


68th Anniversary Sale

AYRES DOWNSTAIRS STORE



See Page 4 for More Sale News!



Reversible! Tweeds! Plaids! Shetlands! Everything you need for smart campus wear at a price that you'll cheer. Fitted, boxy and wrap-around styles. Many hair styles included in this group. Sizes for Misses and Juniors. Stitched, rayon, plaid 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.

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!

Every Housewife Will Want an Armful!

"FRUIT of the LOOM"

Cotton DRESSES

Reg. \$1.09
Values

94¢

- 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 stitching, clever pockets and outstanding trim! 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
94¢

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 styles, others button fronts! The fine tailoring and stitching make these uniforms special values. Sizes 12 to 50 in the group. —Downstairs at Ayres.



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, Swing 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

70x80-Inch 50% wool
blankets in plaids and
solid colors. All single
blankets sizes in good
rich quality.

\$2.99

ALL WOOL

All-Wool Blankets in
single sizes. 72x84 and
70x80 inches. A very
low price for an all-
wool blanket.

\$4.44

50% WOOL

50% Wool single and
double blankets that
will glorify your
home with their rich
deep beauty. They're
70x80 and 72x84-inch
size.

\$5

ALL-WOOL

\$7.95

A versatile group of blankets that
you'll be proud to show. Single
and double blankets in 70x80,
72x84 and 80x90-inch sizes.

"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.

—Downstairs at Ayres.



**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, sisal 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

88¢

