

68th Anniversary Sale

AYRES DOWNSTAIRS STORE

Hurry! You Have Only 3 Days of Big Savings!

Buy Now in This Big Sale to Get Choice Selections in Smart

JUNIOR DRESSES

2 for \$7

1 Dress \$3.69

Navy Green Grey Brown Black Blue

Rayon Alpaca Crepe! Rayon and Wool! Novelty Spun Rayon! Rayon Spun!

Buy that new Fall dress while these low sale prices remain in effect. Choose from choice collections with such details as bell sleeves, short sleeves, bracelet sleeves, coat dresses, swing skirts and pleated skirts. Dresses for every occasion. Nicely made with careful detailed construction.

SIZES 9 to 15—12 to 20—38 to 52. 18½ to 24½ in the Group.

—Downstairs at Ayres.

Time is fleeting and with it bargains that will make department store history. You owe it to yourself to see the grand array of fine values here in this "complete store on one floor." Come down tomorrow and shop for things of quality . . . for the Family . . . and for the Home.



You Get Big Savings and New Correct Fashions!

WOOL FELT HATS

\$1.59

Styles that make Fashion Headlines at a price that makes VALUE-news! Discreet brims, chic Bretons and glamour turbans! Ornaments, ribbon and veil trims. Choose in Black, Navy, Wine, Green and Soldier Blue in the group! Headsizes 22 to 23. Anniversary Sale Priced.

Other Fall HATS . . . 88c-\$2.69-\$3.59

—Downstairs at Ayres.

Soft, Wearable Natural Tones in the Most Popular Fabric You Can Choose

Wool and Camel's Hair COATS

\$14.88

Wraparounds Balmacaans Boy Coats

Choose the coat that every one claims as the most popular casual sport coat. Soft wearable natural tones that blend perfectly with accessories. Also in this price group we feature: Fleece, tweeds and reversibles in all desirable color combinations. Sizes for Juniors and Misses.

SKETCHED RIGHT: Wool and camel's hair coat with beaver dyed coney trimmed hood. Size 11.

SKETCHED LEFT: Wool and camel's hair coat with shetland zip out lining. Sizes 18.

Use Our Convenient Budget Plan or Long Term Layaway Ask Your Salesperson for Details

—Downstairs at Ayres.



Other Sport Coats Sale Priced at \$8.88

Buy NOW and Save in Our Anniversary SALE!

Neva-Split

Mink Dyed Coney
Seal Dyed Coney
Beaver Dyed Coney
Caracul Dyed Kid

FUR COATS

\$58.00

456% Stronger at the Seams, by Test

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 creation 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

Other Dyed-Coney
FUR COATS

Seal Dyed Coney Mink Dyed Coney \$34.95
Beaver Dyed Coney
—Downstairs at Ayres.



THE SALE EVENT OF THE SEASON!
OUR ENTIRE STOCK OF REG. \$5.00

American Girl

SALE PRICED

\$4

Fashion-Arch SHOES

Pumps! Ties! Oxfords! Kids!

Crushed Kids! Suedes! Gabardines!

Look at these SAVINGS! Only in Ayres' Downstairs Store Anniversary Sale could you hope to get SUCH shoes values! Our entire stock of "American Girl" Fashion-Arch shoes featured at \$4! Smart new fall shoes in kid, suede, crushed kid and gabardines! Choose in pumps, ties and oxfords. Sizes 4½ to 11. AAAA to EEE widths.

—Downstairs at Ayres.



"Betty Shaw" First Quality

Service Weight HOSE

59c Pair

Our own brand of fine First quality service weight stockings with lisle hem and picot run-stop, lisle heel, sole and toe. All new Fall colors in sizes 8½ to 10½.

"Betty Shaw" Crepe Chiffon 4-Thread STOCKINGS

55c pair

First quality in a fine 4-thread crepe chiffon stocking. Lisle reinforced. Fall colors in sizes 8½ to 10½.

—Downstairs at Ayres.

Ready-Made Drapes at Low Sale Prices

SALE PRICE

\$1.99

Lateral and Vertical Stripe Homespuns

Two-color drape combinations in attractive vertical and horizontal stripes. 43 inches wide and 84 inches long.

SALE PRICE

\$2.69

Woven Stripe Homespun

Woven stripe homespuns, plain colors and checks in one and two-color patterns. 50 inches wide, 2½ yards long.

SALE PRICE

\$3.59

Printed, Lined CRASH

Printed crash on grounds of natural and colors. Large floral patterns and designs. Fully lined. 50 inches wide and 2½ yards long.

SALE PRICE

\$3.98

Rayon Satin Printed Drapes

Lustrous finish rayon satin drapes in extra heavy material. Fully lined and with natural and colored grounds. 50 inches wide and 2½ yards long.

SALE PRICE

\$5.95

Printed Rayon Heavy Drapes

Printed rayon drapes in extra heavy material. Fully lined and with natural and colored grounds. 50 inches wide and 2½ yards long.

Children's and Tots' Warm Wear!

CHILDREN'S BUN-E-FLUFF SLEEPERS . . .

89c

Warm knit Bun-e-Fluff sleepers with full length talon zipper front. Guaranteed lastex self-help back. Double knit feet fully enclosed—one breast pocket. Sizes 2, 3, 4, 5, 6 and 7. in pink and blue.

Tots' 2-Pc. Iannelette Sleepers

2-Piece flannelette sleepers with enclosed feet. Colors in pink and blue. Sizes 1 to 3.

Tots' 1-Pc. FLANNELETTE PAJAMAS

Stripes and novelty prints with front button trim. Styles for boys and girls. Sizes 2 to 8.

Tots 1-Pc. PAJAMAS

3 for \$1

One-piece flannelette pajamas, self help and button back. Colors in pink and blue. Sizes 1 to 6.

10% Wool Union Suits, 2 for \$1

French leg style. Sizes 2 to 12 years.

Cotton Union Suits . . . 4 for \$1

Winter weight cotton knit union suits with French leg style. Sizes 4 to 12 years.

Toddlers' Knit Panties, 2 for 25c

Toddlers' warm knit panties of cotton and rayon. French leg style. Sizes 1 to 4.

10% Wool Union Suits, 2 for \$1

French leg style. Sizes 2 to 12 years.