

68th Anniversary Sale

AYRES DOWNSTAIRS STORE



See Page 4 for More Sale News!

For the Last 2 Days We've Regrouped Our Stock for a

Grand Slam Dress Sale

- Dresses for Street Wear!
- Dresses for Business!
- Dresses for Afternoons!
- Dresses for Sports!

Sizes for Women—Misses—Juniors!
IN 5 GREAT GROUPS

\$3⁰⁰

2 for \$5

\$3⁶⁹

2 for \$7

\$5⁰⁰

2 for \$9

\$6⁶⁵

2 for \$11

\$8⁸⁰

2 for \$16

For the last 2 days of Anniversary we have re-grouped the entire stock in this vast department! A Sale to place choice fashions into lower price groups and offer all of them at prices that cannot be duplicated. Stocks are large and complete to give you a greater selection. Styles are new and smart, colors more exciting, trims and details correct in every degree. Visit this Great Sale! see the beautiful bargains and buy several! This is your last great opportunity of the Sale!



Only 2 Days to Save on SPORTSWEAR!

SWEATERS, Long or Short Sleeves

Boxy styles in long or short sleeves, two large patch pockets. Choose from such adorable colors as Red, Natural, Blossom Blue, Maize and Bayleaf Green in the group. Sizes 34 to 40. **\$1.79**

New Fall SWEATERS

Slipover and button front styles for those chic sports ensembles. All of the smartest new Fall colors to choose from, such as Red, Maize, Blue, Green and Brown. Sizes 34 to 40. **94c**

All-Wool Flannel SKIRTS

Lovely all-wool flannel skirts. Some styled with front and back kick pleats, zipper plackets and full flares. Red, Black, Indian Earth, Soldier Blue, Wine and Green. Sizes 24 to 30 in the group. **\$1.79**

Wool Crepe SKIRTS

Wool-crepe skirts in casual shetlands and popular corduroys. Made well for the most active sports wear. Pleated and flared styles. Many colors. Sizes 24 to 32 in the group. **\$2.59**

A New Shipment of Popular "FRUIT-of-the-LOOM"

BLOUSES

"Fruit of the Loom" Blouses in smart tuck-in styles, short sleeves, washable rayon with pearl button trim. Colors, White, Dusty Rose, Powder Blue. Sizes 32 to 40. **\$1**

—Downstairs at Ayres



SALE! Women's Fall FELT HATS 88c

Many new styles are now available in this vast collection of smart Fall felts. Brims, Bretons, Berets, Off-the-Face, Pokes and Turbans. Choose from such colors as Black, Brown, Wine, Green and Soldier Blue in the group. Head-sizes are 22 and 23. —Downstairs at Ayres.

Save Big Money on These Irregulars of

"Lady Isabel" Chiffon STOCKINGS 25c Pair

Sheer chiffon stockings in seamed back styles with picot top and fashion marks. Fully reinforced with lisle at points of wear. Choose all of the new hosiery colors in sizes 8½ to 10½.

Women's Rayon Stockings 3 Pairs

Serviceable seamed back rayon stockings. Ideal for everyday wear and around the home. Sizes 8½ to 10½ in assorted hosiery colors. **50c**

"Buster Brown" Shaggy Ankle Socks 3 Pairs

Irregulars of "Buster Brown" ankle socks, rayon, rabbit's hair, and wool mixtures. Smart Fall sweater colors. Sizes 6½ to 11. **50c**

"Real Silk" Substandards Pair

Substandards of Real Silk 2-thread chiffon hose. Sheer and lovely at a price you can't miss. Assorted colors. Sizes 8½ to 10½. **50c**

—Downstairs at Ayres.

ONLY TWO DAYS!

Only 2 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!



A Big Anniversary Sale of Sport COATS \$8.88

Reversible Coats Fitted Styles Corduroy Boxy Coats Wraparounds Fleece Plaids 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!

Other Sport Coats \$7.88 and \$14.88

Repeated by Popular Demand "Bel-View"

NURSES' OXFORDS

\$1.69 Pair



1. New cushion sole provides extra shock absorption.
2. Good quality leather soles, selected for flexibility.
3. Patent protected metal arch feature, essential to easy walking.
4. Built up arch maximum support.
5. Scientifically proportioned back, your fitting, prevent slipping.
6. Soft, quiet durable rubber heels.

- ★ A Shoe to give you perfect lasting comfort!
- ★ Patented foot protecting features!
- ★ Perfect for Waitresses, Beauticians, Nurses, Housewives!

Our previous sale of these fine Nurses' shoes was such a howling success that many people have asked when they will be offered in a sale again. Here they ARE! Get yours while this sale lasts. This is comfort shoe that many women depend upon for perfect comfort. Get Bel-Views at once for long wear and solid comfort. Many new styles to choose from in sizes 4½ to 9, widths AA to E in the group. —Downstairs at Ayres.

Anniversary Value! Our Entire Stock of

KABO GARMENTS

EVERY Kabo Girdle, Combination and Brassiere has been REDUCED 20% for this, our 68th Anniversary Sale! Lightweight types, well-boned garments and inner-belt styles, zipper, side-hook and step-in styles for every type of figure! Come in tomorrow, and get your new Kabo garment, and SAVE!

Kabo Combinations, sale priced, \$1 to 4.80

Kabo Girdles, sale priced 80c to 4.00

Kabo Brassieres, sale priced 47c to 1.60

—Downstairs at Ayres.

20% OFF