

69th Anniversary Sale

AYRES DOWNSTAIRS STORE

SALE ENDS SATURDAY!



Smash SALE!
FALL and WINTER DRESSES
Reduced to
\$6.99

SIZES 9 to 15, 12 to 20, 38 to 44, 46 to 52, 16½ to 24½!

Street Dresses
Date Dresses
Sport Dresses
School Dresses
Business Dresses
Shirtwaist Dresses
Tailored Dresses

Rayon Velveteens
Various Wool Contents
Rayon Alpaca Crepe
Rayon Magic Hour Crepe
Rayon Jerseys
Braid Trims
Nail Head Trims
Rayon Crepe, Rayon Taffeta Formals

COLORES IN:
Black Blue Green Beige Wine
Two-Tone Combinations

DRESSES
SALE PRICED **\$4.45**

Sizes for Juniors, 9 to 15; Misses, 12 to 20; Women, 38 to 44, 46 to 52, 16½ to 24½.

Rayon Alpaca
Rayon Camel Suedes
Sport Rayons
Various Wool Contents

Sport Styles
Street Dresses
Afternoon Types
Short Sleeves
Long Sleeves
Bell Sleeves

Black, brown, green, wine, red, blue, gray natural.

—Downstairs at Ayres.

Save In This SALE!

Special Group of
SPORT COATS
\$10.95

Attractive sport coats reduced from our regular stock of higher priced coats. Plaids, fleeces, herringbones, tweeds and reversibles. Boxy, wraparound, reefer and fitted styles. Sizes for Juniors and Misses.

Fur-Trimmed CLOTH COATS
\$23.95

Coats made to sell for much more. Fine needle point fabrics in the group, trimmed with such fine furs as: Skunk-dyed Opossum, American Gray Fox, Dyed Squirrel, Ringtail Opossum, Marmot, Kit Fox and Pieced Persian. Boxy and fitted styles in the group. Sizes 12 to 20, 38 to 44.

—Downstairs at Ayres.

Tomorrow
IS THE
LAST DAY



SALE!
"American Girl" STYLE SHOES

Regular \$4.00
Sale Priced **\$3.59**

Your choice of our entire stock of American Girl style shoes including the new elasticized sueded polished calf with new and interesting trims. Pumps, oxfords, open toes, closed toes. Black or Brown. Sizes 4½ to 8, widths AAA to B.

—Downstairs at Ayres.



Sale! Fall and Winter HATS

SALE PRICE—**\$1.79**

Becoming hat fashions in a wide selection of smart new classic casuals, dressy off-the-face flares, profile brims, polka pompadours, kettle brims in many lovely fabrics. Black, Brown, Navy, Wine, Green, Sherry, Soldier Blue. Head sizes 22 and 23 in the group.

Other Hats, Sale Priced . . . 94c to \$3.49

—Downstairs at Ayres.



Irregulars of
Pure Silk!
Full Fashioned!
CHIFFON STOCKINGS
65¢ PAIR

Fine high twist silk chiffon stockings. Ringless construction with the new bias knit heel. Tip toe reinforced with lisle. Sizes 8½ to 10½ in smart hosiery colors.

—Downstairs at Ayres.

NO MAIL OR PHONE ORDERS!



SPORTSWEAR SAVINGS TO YOU

Crew and V Neck
SWEATERS
\$1.88

Smart new crew and V-neck sweaters in pullovers and cardigan sweaters. Choose colors in maize, blue, red, beige and green. Sizes 32 to 40 in the group.

Plaid and Plain **SKIRTS**
\$1.88

Pleated and flare styles, zipper plackets and button band. Colors in brown, green, blue and black. Sizes 24 to 30 in the group.

The New Long Collars for Your Suits
'FRUIT of the LOOM' RAYON SKIRTS
\$1.19

Deep throated shirts with long sleeves, French cuffs. Wide flattering collars to glorify your new suits. Soft pastel shades and white. Sizes 32 to 40.

—Downstairs at Ayres.



Discontinued Styles of
Rayon Crepe!
Rayon Satin!
Rayon Taffeta!

"FRUIT of the LOOM" SLIPS
88c

First quality slips in lovely rayon. V neck, 4 gore, adjustable straps. Colors in tea-rose, dark shades and white tops with dark skirts. Sizes 32 to 44.

—Downstairs at Ayres.

"Famous Name" GLOVES
69¢ Pr.

4-Button slippers. Black brown, navy, white, beige, chamol. Irregulars in sizes 6½ to 8.

HANDBAGS
90¢

Pouches, underarm, envelope and top handle styles in simulated leathers of Alligator and Calif. Black, Antique Tan and Wine.

A Grand Selection Greatly Reduced
"FRUIT of the LOOM" COTTON DRESSES
\$1.19

Coat styles, zipper styles, button fronts and fitted styles in a grand assortment of prints, florals and polka dots. All are fast color and washable. Sizes 14 to 52 in the group.

—Downstairs at Ayres.



ANNIVERSARY BARGAINS FOR NEW BABIES

<ul style="list-style-type: none"> Infants' Double Breasted Shirts . . . 4 for \$1 Infants' Training Panties . . . 4 for \$1 Infants' Cotton Knit Gowns, 2 for \$1 Infants' 3-Ply Train Pants, 5 for \$1 Infants' Flannel Gowns, 3 for \$1 Cannon Knit Night Diapers, 79c Doz. Ayres' Gauze Diapers, Irregs. . . \$1.19 Doz. Infants' Rayon Satin Bound Blankets . . . 79c Infants' Novelty Blankets . . . \$1.29 Handmade Dress and Gertrude Set . . . 89c Doz. 	<ul style="list-style-type: none"> Infants' Broadcloth Creepers . . . 2 for \$1 Infants' Cotton Knit Creepers . . . 2 for \$1 Cannon Knit Wash Cloths, 2 for 8c Cannon Knit Towels, medium size . . . 15c Curly Gauze Diapers, 21x40, 27x27 . . . \$1.55 Doz. Infants' 27x36 Wrapping Blankets . . . 15c Wool Crocheted Sacques . . . \$1.00 Hand Finished Creepers . . . 3 for \$1 	<ul style="list-style-type: none"> Infants' 36x50 Crib Blankets . . . 2 for \$1 Infants' and Toddlers' Pinafores . . . 2 for \$1 Infants' Large Size Cannon Towels . . . 39c Quilted Bassinette Pads, 15x17, 15c Infants' 18x34 Bassinette Pads . . . 3 for \$1 Maple Finish Play Yards . . . \$3.98 Waterproof Play Yard Pad . . . \$1.29 Genuine Baby Bathinette, complete with 2 Wash Cloths, 1 Bar Soap, 1 Powder, 1 Olive Oil . . . \$5.00
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