

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
Shirtdress
Shirtdress
Tailored Dresses
Rayon Crepe, Rayon Taffeta, Formal

COLORS 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 Alpacas Sport Styles
Rayon Camel Suedes Street Dresses
Spun Rayons Afternoon Types
Various Wool Short Sleeves
Contents Long 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.

**Jomorrow
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 suedes polished calf with new and interesting trims. Pumps, heel, 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 fairs, profile brims, pokes, pompadours, kettle brims in many lovely fabrics. Black, Brown, Navy, Wine, Green, Sherry, Soldier Blue. Headsizes 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 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.

ANNIVERSARY

- 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' Flannelette Gowns, 3 for \$1
- Cannon Knit Night Diapers, 79c Doz.
- Ayres Gauze Diapers, Irreg. \$1.19 Doz.
- Infants' Rayon Satin Bound Blankets 79c
- Infants' Novelty Blankets \$1.29
- Handmade Dress and Gertrude Set 89c Doz.

BARGAINS FOR NEW BABIES

- 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
- Curity Gauze Diapers, 21x40, 27x27 \$1.55 Doz.
- Infants 27x36 Wrapping Blankets 15c
- Wool Crocheted Sacsques \$1.00
- Hand Finished Creepers 3 for \$1
- Infants' 36x50 Crib Blankets 2 for \$1
- Infants' and Toddlers' Pinnefors 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

**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.

