

to Ayres Downstairs Tomorrow for . . .

August Furniture Sale Bargains!



New Winter Coats Have a "Gibson Girl-ish" Look

... with Splendorful Furs
Piled High and Wide About
Angelic Shoulders!

August
Sale
Price!

\$28.00

CARACUL
SKUNK
LAPIN
Rabbit

KIT, FOX
BEAVERETTE
Dyed Rabbit

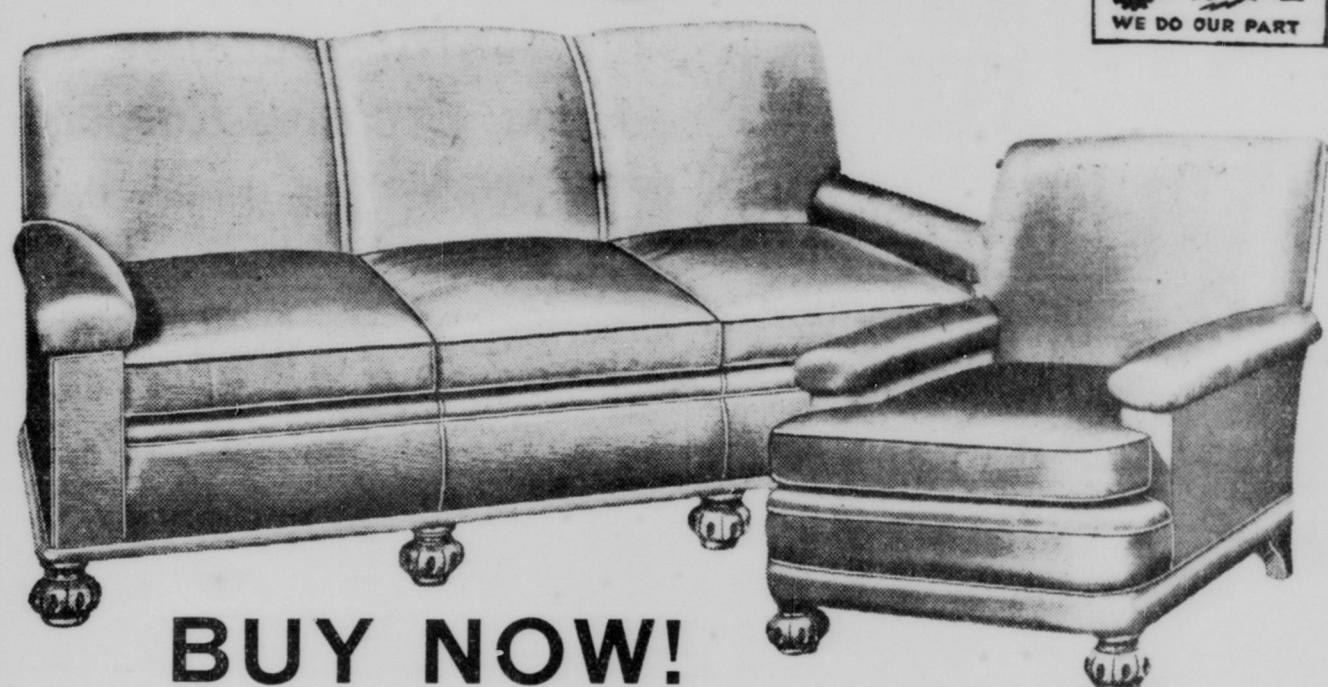
CONEY
Rabbit
POINTED DOG
MARMOT
MANCHURIAN WOLF

Use Our Layaway!

Just make a small deposit and we'll hold
your coat. Pay the balance weekly or
monthly!

Back to the 1890's we go for the winter 1933 coat silhouette—wide and high at the shoulder—then easy-fitting and slim to the hem . . . quite graceful and well balanced throughout! And sweet memories of the Gibson Girl . . . what an air of splendor and luxury in the furs, the fabrics, the colors! Furs are used in amazing new ways to heighten and widen the shoulders! Fabrics are lustrous, and soft, and elegant. Even the colors are rich and soft! Come in tomorrow! You are sure to find your "sweetheart" in this fine assortment! Sizes for misses, women and juniors.

—Downstairs at Ayres.



BUY NOW!

For months—perhaps years—you've been "getting by" with the old, thread-bare furniture—sagging springs, squeaky joints and all. Now! NOW is the time to replace every stick of it! Prices are increasing faster, perhaps, than in any other line! Yet tomorrow, you can choose, from a fine group of FLOOR SAMPLES at much less than the replacement prices will be for the same quality. Choose from these:

(2) Two-Piece Tapestry Suites	\$ 49.50
(1) Two-Piece Tapestry Suite	\$ 59.50
(3) Two-Piece Tapestry Suites	\$ 79.50
(1) Two-Piece Mohair Suite	\$ 69.50
(1) Two-Piece Mohair Suite	\$ 85.00
(2) Two-Piece Tapestry Suites	\$ 89.50
(1) Two-Piece Mohair Suite	\$ 89.50
(2) Two-Piece Mohair Frieze Suites	\$ 119.75
(2) Upholstered Lounge Chairs	\$ 15.00
(2) Upholstered Lounge Chairs	\$ 25.00
(1) Upholstered Lounge Chair	\$ 29.75
(6) Pull-Up Chairs	\$ 9.95 (18) Pull-Up Chairs
	\$ 5.95

Convenient Deferred Payment Terms!

Now You Can Buy a Genuine

SIMMONS Paneled Metal Bed
99-Coil Springs
Slumber King Mattress **\$37.65**

Now Ayres' Downstairs Store carries a complete line of "Simmons" bedding products—known the world over for QUALITY and COMFORT! . . . and priced quite low in comparison with inferior goods. For instance: You can buy a complete bed outfit for as little as \$37.65! This includes: Walnut finished, paneled metal bed, \$10.95—double-deck, 99-coil springs and a genuine "Slumber King" inner-spring mattress!

We Also Carry These Simmons Products:

"Beauty Rest" Mattresses . . . \$37.50 Simmons Springs . . . \$7.95 to \$19.75
"Deep Sleep" Mattresses . . . \$19.75 Simmons Metal Bed . . . \$5.95 to \$10.95

—Downstairs at Ayres.

New Fall Fabrics are Ready For "Back-to-School" Sewing!

Washable Cottons
and Rayon Fabrics

29c—39c
Yd.

With only one more month before school opens, it is high time mothers were making nimble fingers fly! And Ayres' Downstairs is completely ready with complete assortments of beautiful new cotton and rayon prints—tweeds, plaids, stripes, checks—in newest colorings.

—Downstairs at Ayres.

Lovely New Fall Silks

\$1.00
Yard

Gorgeous new crepe back satins and canton crepes—in black, brown, vintage red, Dundee green, navy!

New Pure Dye Rayon Prints, 88c

New tweed effects to imitate the new woolens. In wanted fall colors.

—Downstairs at Ayres.

New Dresses

... to Bridge the Gap
Between Summer and Fall!

\$5.95

• New Sheers
• Sleek Satins
• Travel Prints

• Faille Weaves
• Canton Crepes

There's no reason to feel "soiled and mussed" and out-of-date, as you are so likely to do this time of year! Off with the old! On with the NEW! Brand new fall fashions are arriving thick and fast in our Downstairs Store Dress Department—with a brand new "Mae West-ish" silhouette that is a "honey." Blacks, brown, taupe, wine, etc. Sizes for misses, women and juniors.

—Downstairs at Ayres.



The Price Is Still

59c (2 Pairs
\$1.10)

For Substandards of

REAL SILK
DeLuxe Hosiery

There's still time to lay in a good healthy supply of these wonderful stockings—before the price goes up any farther! However, the mill tells us that "very soon" we can expect a REAL increase! Remember: These "Real Silk" substandards (every pair GUARANTEED) are still offered at about two-thirds less than first qualities!

Note These Ten Beauty Guards:

1. 100% FRESH SILK!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple-Fast Dyes!
6. Flat-Seam Sole!
7. Cradle Dura-Foot!
8. Greine-Sealed Silk Yarns!
9. TWO-WAY Run-Stop!
10. Positive Heel-Guard!

—Downstairs at Ayres.

NEW for FALL!

**Sunburst
Skirts**

\$2.98

Ideal for skating!
Ideal for bicycling!
It's a timely revival
the sunburst skirt
is making! Made
with fitted yoke and
full pleating. Of
fine wool crepe—in
black, navy, royal
or brown. Sizes 26
to 32.

—Downstairs
at
Ayres.



AYRES ★ DOWNSTAIRS ★ STORE