

SAVE on warm Winter Coats for your family
TOMORROW... In Our Great



ANNIVERSARY SALE

DOWNSTAIRS AT AYRES

COATS for Women, Misses, Juniors



"Winged" shoulders and high collar are made dramatically interesting through lavish use of Caracul. \$28.

Black sealine (rabbit) frames the face in loveliness. Also fur-trimmed on sleeves. Fabric is black boucle. \$28.

A beautiful Fitch collar gives you that sophisticated, slim silhouette. Tucks at shoulders to give pointed fullness. \$28.

A study in brown! Brown lapin collar and sleeve trimming on beautiful brown wool crepe. \$28.

A dashing coat for the young "modern"—black in fur and fabric—with slashed shoulders and high collar trimmed with lapin. \$19.75.

Sports coats get "in the rough!" Here's one in gray wool with wide shoulders—a bow scarf—and belted waist. \$19.75.

Very smart young women are "putting on a lot of dog"—such as this all-black coat with LOADS of Manchurian Wolf (dog) trimming. \$19.75.

A recklessly becoming brown lapin collar with an old-fashioned fabric bow for contrast. Shoulders are high, wide and handsome. \$19.75.

ACT NOW!

Prices Must Go Much Higher After Anniversary!

Every woman will find the fashion she wants, the fur she wants, the material she wants whether nubby or smooth in this tremendous variety of cloth coats. Every coat is dramatic with luxurious furs, the materials are eye compelling, the colors are irresistible. Every coat is a High Fall fashion, finished in New York a few days ago and sent immediately to us... but the furs were purchased last July at a "real" low price... assuring you of a quality now unobtainable, and at prices that can not be duplicated.

\$28.00

\$19.75

Beaverette (rabbit)
Marmink
Manchurian Wolf (dog)

Skunk
Pointed Wolf (dog)
Caracul

Manchurian Wolf (dog)
Marmink
Lapin

Pointed Wolf (dog)
Beaverette (rabbit)
Fitch on Krama Cloth

—Downstairs at Ayres.

COATS for Girls

COATS for Men

COATS for Boys



Smartly Tailored
School Coats
\$4.98

School girls from 7 to 14 snuggle into these warm "Chin-Glo" Chinchilla coats on cold wintry days and keep warm as toast. "Chin-Glo" coats are suede cloth lined, with saddle shoulders. Colors Tan, Green, Wine and Blue.

"Trucurl"
Chinchilla Coats
\$6.98

"Trucurl" means good quality and long wearing material, they're the coat fashions growing girls prefer because they are so warm on cold wintry days. These coats are trimmed with laskin lamb collar, belt to match and come in brown, blue, wine and green. Sizes 7 to 14.
 —Downstairs at Ayres.

All-Wool
Overcoats
and TOPCOATS
For Men and Young Men!

\$12.50

Men! Act now!... Before Topcoat and Overcoat prices soar out of sight. If we were to buy this clothing today we would have to pay in most cases as much for it as our price to you. The coats are smartly tailored in fine high grade all wool fabrics. Both single or double breasted styles.

Topcoats
 Tan Polos
 Gray Polos
 Gray & Tan Tweeds
 Gray Diagonals
 Harris Tweeds

Overcoats
 Blue Boucles
 Oxford Fleeces
 Blue Gray Fleeces
 Brown Fleeces
 Tan Fleeces
 —Downstairs at Ayres.



LEATHERETTE
COATS
 Lined With Sheepskin
\$2.69

Boys proudly wear this warm sheepskin coat with soft furry collar, full belt, four pockets, and wind guard in sleeve because it's just like Dad's. Sizes 6 to 18. Mothers... compare this coat for low price and quality... you will be convinced this is the best coat for the money.

Wool Fleece
Overcoats
\$5.49

These are the overcoats well dressed boys will wear to school or for "dress-up" occasions. All-wool overcoats in either fleeces or chinchillas. Full belted, double-breasted. Sizes 4 to 9. Colors, blues, grays, browns.
 —Downstairs at Ayres.

