



ANNIVERSARY SALE

DOWNSTAIRS AT AYRES



Everything You Demand Is Offered in These Winter Coats

- Beautiful FASHIONS!
- Luxurious FURS!
- Dependable QUALITY!
- Anniversary VALUE!
- You PAY Only—

\$19.75

These are the five reasons why women prefer to buy their new winter coats Downstairs at Ayres. Beautiful dress and sports coats in every worthwhile 1933 fashion . . . wide shoulders, high at the top, in the Gibson Girl silhouette . . . elegant fabrics and colors and luxurious furs—furs that can not be duplicated on coats today except at "outlandish prices!" You get dependable quality . . . the Ayres quality that means every garment must come up to certain rigid specifications. They are Anniversary values . . . only \$19.75—a price that can not be duplicated again for this quality.

These Are the Furs:

Manchurian Wolf (dog)
Pointed Dog
Beaverette
Marmink

Fitch On Krama Cloth
Caracul
Vicuna Fox (rabbit)
Dyed Jackel

STANDING (AT LEFT)—It's the sleeves and the high fur collar that "make" this coat. An all black affair with Manchurian Wolf (dog) collar high all around and rich black wool fabric, \$19.75.

CENTER—A chocolate brown polo coat is dated up for all the big games this fall. Very mannish tailored, with buttons, buttons, everywhere and four slashed pockets on front. \$19.75.

RIGHT (ABOVE)—Black and brown team up to steal the spotlight of fashion. The fur is brown Marmink . . . the fabric, black Astrakan Cloth . . . an Anniversary value at \$19.75.

LEFT—"Black Beauty" a darling fashion . . . high collar trimmed in Manchurian Wolf (dog) unusual wide shoulder effect and big, bountiful buttons, \$19.75.

—Downstairs at Ayres.

Use Our Layaway

Just make a small deposit and pay the balance weekly.

These Girls' "Trucurl" Chinchilla Coats

- Warm!
- Practical!
- Smart Looking!
- Low Priced!

\$6.98

School girls demand warm chinchilla coats for school because they know they're practical and good looking. Trucurl coats wear longer and are warmer because the fabric is so closely woven! Tailored, double-breasted coats with Laskin Lamb collar; button and belt trimmed. Blue, brown, wine and green. Sizes 7 to 14.

Wool Dresses \$2.00

Warm, wool jersey dresses in one or two piece styles, also jumpers with wash blouses. Plain tailored and dress-up styles. Ties . . . buttons . . . belts . . . with or without collars. Colors brown, green, tan, blue, wine and combined shades. Sizes 7 to 14.

Wash Dresses \$1.19

Novelty prints, broadcloths and combinations. Broad shoulder effects . . . puff sleeves, collar, tie, belt, pleat and fancy stitch trimmings. Vat dye. Sizes 7 to 14.

Slipovers, \$1.09

Wool slipover sweaters in novelty weaves. Long or short sleeves. Some with collars, others plain or turtle neck. Plain colors but trimmed with combinations of colors. Sizes 30 to 36.

Wool Skirts, \$1.09

In flannels, novelty weaves, and wool crepes. Bodice or tuck-in styles. Shades of brown, blue navy, green and tan. Sizes 7 to 14.

—Downstairs at Ayres.

Try These Shirts

For Boys Who "Wear 'em Out"

- Wear Resisting!
- Fast Colors!
- Low Priced!

64c

Long wearing shirts for "he" men. Made to our specifications for quality of material and workmanship. In plain white, green, blue, tan and in fine assortments of neat fancy patterns. Sizes 8 to 14½. And the price will be much higher after the Anniversary Sale . . . better buy NOW!

Wind-Breakers \$1.98

Good warm suede cloth wind-breakers with zipper front. Wear them now and all through the cold winter months. Two slashed pockets . . . Elastic waistband. High, button-up collars. Sizes 6 to 18.

Sweaters, \$1.19

At this price you can afford two or three of these extraordinary quality wool or part wool sweaters. Plain colors and some with fancy color border trims. Sizes 28 to 36.

Corduroy Slacks \$2.69

Long wearing slacks for school, wide bottoms, extension waist band, collegiate looking. Colors in wine, green, rust, blue, brown and tan. Side adjustments. Sizes 8 to 20.

Knickers, \$1.59

Exceptional quality, long wearing all wool knickers. Full lined with knit grip bottoms. Browns, tans, grays. Sizes 6 to 16.

Sheeplined Leatherette Coats, \$2.69

Warm as toast and sturdy and long wearing as a suit of armor. Soft furry collar, full belt, four pockets and wind guard in sleeve. Sizes 6 to 18. Compare this coat for low price and quality and you'll be convinced this is the best coat for the money.

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