



Ladies! Here's Important News!

AYRES DOWNSTAIRS STORE

*Urges every woman in
Indianapolis to attend our*

Auditorium* Sale and Fashion Show



This coat shows influence of the 1890's—high fur collar, cut to look like a cape!



Many coats have long shawl collars like this—high and wide on top—ending with a long swirling sweep across the front!



Gorgeous beyond comparison are the coats with high, luxurious collars with "winged" shoulders.

*Featuring "best-selling" styles
in fur-trimmed coats*

TOMORROW afternoon at 2:30 o'clock, living models will display NEW WINTER COATS chosen at random from our wonderfully complete Anniversary Sale assortments. After the Fashion Show racks will be uncovered, and customers will be given the opportunity to be "first choosers" . . . from the most remarkable SALE OF COATS we have ever offered! They are sensational in QUALITY . . . sensational in VALUE . . . at these bargain prices . . .

\$19⁷⁵ and \$28⁰⁰

Every one of these coats is an outstanding FASHION SUCCESS! Coat fashions that have been tried and proven . . . and have turned out to be "best sellers"! Every coat is a beautiful example of the new, 1933 silhouette . . . shoulders made wide, through lavish use

of fine furs . . . slim, trim waistlines . . . beautiful sleeve treatments with fullness above the elbow. Be sure to see this Fashion Show.* There will be plenty of seats for everybody . . . plenty of sales-people to help you, if you wish to choose a coat after the show.

- ★ **The Place: Auditorium, 8th Floor**
- ★ **The Time: 2:30 P. M. Tomorrow**

Sponsored by AYRES DOWNSTAIRS STORE