

*to Ayres Downstairs Tomorrow for . . .*



# Enduring Quality...at Friday Bargain Prices



Nine Rahs for this football dress in Bright Red with Black Velvetine trim. Notice the Beau-Catcher at the neckline . . . . . \$3.95

This gay 2-piece plaid dress receives "A-plus" for chic and will pass a fashion Exam any day in the week . . . . . \$3.95

Trip to the office in a flattering Eel grey frock. Fashion minded because of satin trim on sleeves and at neckline . . . . . \$3.95

Mink Tails get the spotlight on this 2-piece Rabbit's Wool dress. Smart for motoring, office or classroom . . . . . \$3.95

Fashion takes a tip from the Animal Kingdom to give you this White and Black Striped sports dress . . . . . \$3.95



You'll look your best at all times in this gayly feminine black coat. Pointed Wolf collar, Sailboat sleeve details.

Here's the Sporting Coat to wear to the Stadium. Lavishly furred collar, warmly lined. Brown woolen mixture.

Marmink teams up with fashionable black to give chic to the high collar and wide shoulders. Styled in arrogant young lines.

## Half-Price Sale of Wool Frocks So Smart You'll Want to Wear 'Em Everywhere!

- Wool Crepes
- Rabbit's Wool
- Wool Plaids
- Knit Woolens
- Angora Woolens
- Wool Tweeds

Tomorrow at 9 we issue a "Call to Colors"—and there'll never be a dull moment in your gay young lives as long as you wear these expensive looking wool frocks. One glance at these gay, youthful dresses will convince you that you never have seen such high fashion in fabric and detail—such workmanship—such quality at such a low price. Football tones, plain colors, contrasts and combinations, in one or two-piece styles. Sizes for women and misses. Don't forget, "you may gather your wool" tomorrow at 9.

—Downstairs at Ayres.

You Pay Only—

**\$3.95**

## Luxuriously Beautiful FURRED COATS

REDUCED

**\$21.95**

They're a triumph in beauty and quality, reduced to a price you would never dream possible. The furs are soft, supple and silky, applied in a "grand manner" which distinguishes them from just "ordinary coats." New 1933 fashion details are here aplenty—slim straight skirts, wide shoulders, high collar and sleeve details. Sizes for women, misses and juniors.

—Downstairs at Ayres.

Extra Special for Friday!

## Full-Fashioned Chiffon REAL SILK HOSE

**2** Pairs for **\$1.00**

Better hurry in early tomorrow . . . these hose will go streaming out at this price! Sheer and dainty, and made from fresh silks to give long wear. Pure silk to the tops, with a dainty picot edge. Full fashioned for perfect fit and fully reinforced at points of wear. *IRREGULARS* of Real Silk but you know that means a first class hose. Sizes 8½ to 10½. A shade for every costume!

FRIAR BROWN  
JUNGLE SMOKE

INDIES BROWN  
BROWN TAUPE  
SUDETTE

SPICE  
FOGMIST  
DOVE BEIGE

—Downstairs at Ayres.

At a Friday  
Bargain Price!

**\$1.99**

Good looking, well made shoes that will wear you for a long time. They're smart enough to take you anywhere you want to go. In kid, calf or suede. Gray, brown or black. Cuban or high heels. Pumps, straps and oxfords. Sizes in AA to C widths.

—Downstairs at Ayres.

## Women's Shoes



## FALL HATS

**REDUCED**

**\$1.29**

Flattering Hat fashions now reduced for Friday Sales. All the popular fall colors, browns, navies, blacks, wines, greens, eel grays, rusts and reds. In these styles, sailors, turbans, wide brims, narrow brims and Off-the-face models. Felt, velvets and crepes. A headsize for every woman.

—Downstairs at Ayres.

## IN THE ONE-STOP MEN'S SHOP

### "Cones Boss" UNION MADE Overalls & Jackets

**\$1.79**

"Cones Boss" overalls and jackets are among the finest made. Big, full cut and roomy. Well made to give lots of service. Sizes 34 to 42. Sizes 44 to 48 also \$1.79.

"Cones Boss" Work Shirts, 79c Union made blue chambray shirts. Full cut, nicely tailored with triple stitch. 2 pockets. Sizes 14 to 17.

—Downstairs at Ayres.



## IN THE ONE-STOP MEN'S SHOP

### Smartly Tailored 2-Trouser SUITS

Topcoats—Overcoats

**\$12.50**



These suits are finely tailored inside and out . . . suits you can wear with pride because they are tailored with precision—and you get TWO pairs of pants! The topcoats and overcoats are equally as fine. Brand new styles, in patterns that are most wanted. Grays, tans, browns, blues. Models for men and young men!

## Shirts and Shorts

**4** for **\$1.00**

Men like the looks of these well made shirts and shorts. The shirts are seconds in a fine Swiss knit. Form fitting. Sizes from 34 to 44. The shorts are full cut with banjo seat, elastic sides, good quality broadcloth. Firs and seconds. Sizes 28 to 44.



## Men's Fast-Color Shirts

**88c**

Men like the feel of these well made shirts for they are full cut to give room where needed. Pre-shrunk collar to insure a perfect fit. The broadcloth is of fine weave and will take a lot of tubbings. Sizes 14 to 17.

—Downstairs at Ayres.

# AYRES ★ DOWNSTAIRS ★ STORE