

66th  
AYRES



"Quality Endures"

# Anniversary Sale DOWNSTAIRS STORE ONLY THREE MORE DAYS!

Elegance of Precious Furs—  
Paris-Sponsored Styles in

## Magnificent Winter COATS

Sale Priced at—  
**\$24.90**

Sizes: 11 to 17—12  
to 20—38 to 44 and  
35 to 43!

The styles and the fur trims you've wanted in a new winter coat at big Anniversary Sale Savings! Fitted or boxy swagger styles with sleeve, collar and detachable capes. All in nub boucle. Dahlia, black, green or brown colors! Sizes for all women!

### FUR TRIMS:

- Silvered Fox • Dyed Skunk
- Manchurian • Dyed  
Wolf
- Cat Lynx • Squirrel
- Canadian • Beaver
- Wolf • Beaver Dyed  
Rabbit

—Downstairs at Ayres.



Act Tomorrow—Save Around \$1 a Pair

## "American Girl" FALL SHOES

Sale  
Priced  
at—  
**\$4.00**  
PAIR

- Kidskin
- Black
- Suede
- Brown
- Calfskin
- New Drap
- Nurses' Oxfords
- Contrasting
- Effects
- Trims
- Round Toes
- Ties
- Pumps

You save almost a dollar a pair on these famous "American Girl" shoes! These shoes bring you foot-flattering fashion combined with foot comfort arch support features. Over 20 different styles in sizes 4½ to 11, widths AAAA to EEE!

—Downstairs at Ayres.



3 Days Left to Stock  
Up on Long-Wearing

## REAL SILK De Luxe Chiffon Hose

(2 Pr.)  
**\$1.25**  
PAIR  
(Substandards)

Real Silk enthusiasts, just 3 more days to take advantage of savings on these famous stockings. Complete size and color selections at this sale price. In all the wanted fall colors. Sizes 8½ to 10½.

No Mail or Phone Orders

—Downstairs at Ayres.



**SAVE 10%**

On A Fur Coat of Selected  
Quality—With the Guarantee  
That It WILL NOT RIP!



Anniversary  
Sale Priced  
at—

**\$58.90**

## "Split-Prufe" SEAL-DYED RABBIT Fur Coats

—Downstairs at Ayres.

A "Split-Prufe" fur coat is protected by the new "Split-Prufe" registered process! And when you buy one of these coats, you're getting selected quality, backed by a guarantee that the coat will not rip at the seams! A coat of beauty and one that will give you worlds of service! Made from the finest quality pelts, of long wearing silky fur, with all the new 1938 fashion details. Remember after Saturday—the price goes up around 10%!

- Swagger Styles in Black or Brown!
- Loop-Guards to prevent wearing under the fastenings!
- Pocket-Guards to prevent wearing around pocket edges!
- Lined with DUCHESS, Aristocrat of linings . . . and guaranteed for two years!
- Sizes 12 to 20 and 38 to 44!

High Fashion and Flattery  
For the Woman Who Wears

## Large-Size DRESSES

Regularly \$7.98  
Anniversary Sale  
Priced at—

**\$6.65**

Sizes: 18½ to 24½  
and 46 to 52!

Ayres Downstairs Store specializes in large size dresses for the woman who wears sizes 18½ to 24½ to 46 to 52! Every dress is carefully ordered from those manufacturers who design nothing else but this type of fashions, who are ready at a second's notice to scent the latest style trends and transform them into flattering large size fashions! Choose your new dress tomorrow, from complete color and size selections at Anniversary Sale prices!

RIGHT: Rayon alpaca in dahlia, a youthful half-size fashion in size 20½. A practical all-occasion dress Anniversary Sale Priced!

New Fall Dresses in Misses',  
Women's and Junior Sizes,  
Anniversary Sale Priced  
at ..... \$6.65

—Downstairs at Ayres.



The Anniversary Sale Cuts Loose  
With a New Low Price on Our Famous

## "Fruit of the Loom" WASH DRESSES

Guaranteed as Advertised in Good Housekeeping Magazine  
for Correct Size, Fabric Construction and Workmanship!

Over 15 different new fall styles in the new fall colors and patterns! Each dress a marvel of perfection and utility! Made of "Fruit of the Loom" percale, guaranteed for quality, service and color fastness. Styles for street and daytime wear with interesting new fashion details and trims. Sizes 12 to 20 and 38 to 52 in group.

—Downstairs at Ayres.

Sale Priced at—  
**99c** EA.

Two Becoming  
BRETONS for the Woman  
Who Wears Large Headsizes!

Anniversary Priced at—

**\$1.69**  
EACH



THE EYELINE BRETON (sketched above)—a smart woman's hat with grosgrain ribbon trim and ric rac trimmed veil. In black wool felt of remarkable quality. Headsizes 22 and 23.

CLOSE FITTING BACK WITH ROLLED BRIM trimmed with satin lacing and tiny satin bows, in black. Scroll edge veil. In black wool felt. Headsizes 22 and 23. (Sketched below.)

—Downstairs at Ayres.



Gay Sports Mix-ups That Sing  
a Song of Anniversary Savings!

## Plaid Jackets, \$3.98

Bright, merry plaid jackets in smooth fitting tailored styles with notch collar and one-button fronts, pockets and plain back. Sizes 12 to 20.

## Wool Skirts, \$1.79

All-wool flannel skirts in plaids or plain colors of brown, navy, black and green. With pleats, flares and zipper trims. Sizes 24 to 32.

## Wool Sweaters, \$1.79

All-wool zephyr slippers in long or short sleeve styles, Brooks or crew style necklines. Collars, buttons used as trims. Sizes 34 to 40.

—Downstairs at Ayres.