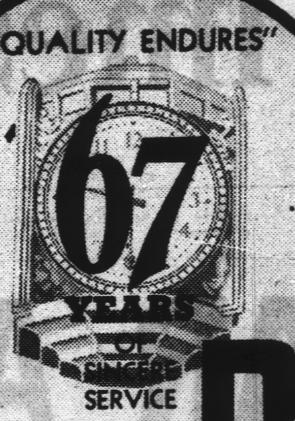


67th Anniversary Sale

AYRES DOWNSTAIRS STORE



Women! Misses! Juniors! SAVE on These SPORTS COATS

- Tweeds!
- Reversibles!
- Shetlands!
- Plaid Backs!
- Fleece!
- Wool-and-Camel's Hair!

Here's a "Once in a Blue Moon" coat value! Style-right, fabric-right and color-right sports coats for women, misses and juniors, featured tomorrow at substantial Anniversary savings! Tweed coats! Plaid back coats! Reversible coats! Wool-and-Camel's hair coats and fleece coats, in reefer, double-breasted fitted, box, reversible and wraparound styles—in the popular new shades of wine, green, natural and tweed mixtures. Sizes: 12 to 20—38 to 44 and sizes 11 to 17! Choose your NEW sports coat, tomorrow, and SAVE greatly at this low Anniversary Sale price, \$8.88.

ANNIVERSARY PRICE

\$8.88



Sports and Dress Coats—Furred or Plain

Here's a coat value that only our Anniversary Sale could bring you! Sports coats and dress coats in smartly tailored and fur-trimmed styles! Such well-wearing, luxuriously looking fabrics as: Tweeds, Camel's hair-and-wool, Fleece, Needlepoint and Friezes in double-breasted, polo wraparound, reefer, fitted and belted types in black, wine, teal and tweeds. Sizes 12 to 20, 38 to 44 and 35 to 45. Also sizes 11 to 17. Don't overlook these marvelous coat values featured in this Anniversary Sale at \$14.88.

\$14.88

Big Savings on These

Fur-Trimmed COATS

\$23.88

- Dyed Skunk
- Amer. Grey Fox!
- Manchurian Wolf-Dog!
- Squirrel!
- Duro Persian Fabric!
- Pieced Persian!
- Canadian Wolf!
- Dyed Coney!
- Mink Dyed
- Marmot!
- Dyed Fitch!
- Kid Caracal!

- Sailor Collars!
- Plastrons!
- Kidney Collars!
- Shawl Collars
- Tuxedos!
- Suit Effects!
- Novel Trims!
- Twills!
- Tweeds!
- Onde Weaves!
- Blacks!
- Wines!
- Greens!

Here's another OUTSTANDING Anniversary Coat Value! Higher type, more elegantly styled, smartly furred winter coats featured at EXCEPTIONAL savings! All the new silhouettes, all the novel new fabric trims, the most desired new fabrics, too, await your choosing! Sizes 12 to 38 to 52 and 35 to 51. Also sizes 9 to 17.

—Downstairs at Ayres.

Special! Anniversary Purchase of Fur Coats

\$55.00

Each

A very special purchase of these rich, luxurious fur coats. A wide selection of quality furs expertly tailored with durable long wearing linings. Wear while you pay with Ayres budget payment plan, ask your sales person for details. Many one of a kind in this group.

- 4 Manchurian Wolf-Dog Strollers, 40-Inch!
- 1 Silvered Fox Chubbie, 36-Inch!
- 1 Calf Fox Chubbie, 36-Inch!
- 2 Caracal Swaggers!
- 3 Mink-Dyed Minkrat Swaggers!
- 12 Calf-Dyed Coney Swaggers!
- 2 Natural Gray Katskin Swaggers!
- 2 Natural Muskrats!

Sizes 14 to 20 in the group
—Downstairs at Ayres.

New Colors! New Styles! Outstanding Values in New DRESS Fashions

A rich joyous harvest of new fall fashions to excite any feminine heart. Paris influenced styles, eye-catching new colors. All of these fashions at new low prices... prices marked to sell... prices made to order for your fall wardrobe.

For Women

Waist whittling, flattering fashions in size ranges of 38 to 44, 46 to 52 and 18½ to 24½. Trims of lace, jewel, quilting and embroidered satin.

Materials:

Rayon Crepe
Rayon Alpaca
Rayon Rib Rolls
Rayon Spaniel
Rayon Matelasse

Styles:

Tailored Dresses
Jacket Dresses
Afternoon
Pleated, Gored
Skirts

Colors: Black, grape, blue grotto, moss green and wine.

Materials: Rayon Crepe
Rayon Alpaca
Rayon Grande
Plaid Wools
Fleck Wools

Styles:

Princess
Bustle Back
2-Pc. Combinations
Tunic Dresses
Jacket Dresses

Colors: Black, moss green, blue grotto, aqua, green and wine.

—Downstairs at Ayres.

ANNIVERSARY PRICE

\$6.65



Anniversary Savings in This Glorious Array of New Fall Dresses for Business or Street Wear

Smartly styled new fall dresses in our 67th Anniversary Sale at great SAVINGS! Styles for street, business and general wear for misses, women and juniors are included in this exceptional dress-value giving group! Sizes 9 to 17, 38 to 44, 46 to 52, 18½ to 24½ and 12 to 20.

FOR WOMEN

Dresses for street, business and day-time wear for women who wear sizes 38 to 44—46 to 52 and 18½ to 24½.

Materials:

Rayon Alpaca
Crepe!
Rayon Rib Roll!
Rayon Matelasse!

Styles:

Coat Dresses!
Tailored Dresses!
2-Pc. Styles!

Colors:

Black!
Blue Grotto!
Grape!
Green!
Wine!

Trims:

Jewel Trims!
Lace Trims!
Velvet Trims!
Smocking!
Satin Trims!
Tucks!

For Misses and Juniors

Street dresses and business dresses. Sizes 12 to 20 and sizes 9 to 17.

Materials:

Rayon Alpaca
Crepe!
Rayon Romaine
Crepe!
Fleck Wools!
Plaid Wools!

Styles:

Princess Dresses!
2-Pc. Styles!
Bustle Dresses!
Jacket Dresses!

Colors:

Black!
Wine!
Blue Grotto!
Aqua!
Green!
Guava!

—Downstairs at Ayres.

ANNIVERSARY PRICE

\$3.65