

# 67<sup>th</sup> Anniversary Sale

## AYRES DOWNSTAIRS STORE

### Women! Misses! Juniors! SAVE on These SPORTS COATS

- Tweeds!
- Reversibles!
- Shetlands!
- Plaid Backs!
- Fleeces!
- 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, reservable 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, Fleeces, 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!
- Pile!
- Persian!
- Canadian Wolf!
- Dyed Coney!
- Mink
- Dyed Marmot!
- Dyed Fitch!
- Kid Caracul!

Here's another OUTSTANDING Anniversary Coat Value! Higher type, beautifully styled, smartly fur-trimmed winter coats featured at EXCEPTIONAL savings! All the new silhouettes, all the novel new fur trims, the most desired new fabrics, too, await your choosing! Sizes 12 to 20—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, 35-Inch!
- 1 Cross Fox Chubbie, 36-Inch!
- 2 Caracul Swaggers!
- 2 Mink-Dyed Muskrat Swaggers!
- 12 Seal-Dyed Coney Swaggers!
- 2 Natural Gray Muskrat 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 Roll  
Rayon Spangle  
Rayon Matelasse

#### Styles:

Tailored Coat Dresses  
Jacket Dresses  
Afternoon  
Pleated, Gored Skirts

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

#### For Misses and Juniors

A complete group of fashions in smaller sizes. Dainty, alluring, for fall wear. Jeweled, shirred and embroidered trims. Sizes 9 to 17, 12 to 20.

#### 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  
Crepes!  
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!  
Satin Trims!  
Tucks!

#### For Misses and Juniors

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

#### Materials:

Rayon Alpaca  
Crepes!  
Rayon Romaine  
Crepes!  
Fleck Wools!  
Plaid Wools!

#### Trims:

Lace Trims!  
Velvet Trims!  
Smocking!  
Satin Trims!

#### 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

