

# Annual NOVEMBER Sale

## AYRES DOWNSTAIRS STORE



Tomorrow! Brand New Stock  
for a Great Repeat

### Sample SALE! FUR-TRIMMED DRESS COATS \$15.00

- Cross Fox
- American Gray Fox
- Squirrel
- Fox Paw
- Needle Point Fabrics
- Nub Boucles
- Kidskin

- Dyed Coney
- Kit Fox
- Caracul
- Fur Border Trims
- Shawl and Ripple Collars
- Pieced Persian

- Skunk Dyed Opossum
- Marmot
- Some Quilted Linings
- Some Lamb's Wool Linings
- Side and Center Closings

Good news for all of you ladies who didn't get down for our first big sale—our buyer managed to get additional coats at this VERY LOW price—so, if you hurry, you may share in these MUCH-TALKED ABOUT SAVINGS! Gorgeous fur trims lavishly applied to enhance the beauty of every coat. Fur-trimmed cuffs and pockets. Finger border collars, muff and hood sets. Remember, only ONE or FEW-OF-A-KIND models. Colors: Black, Teal, Blue, Wine, Red and Toast Brown. Sizes for Women, Misses and Juniors in the group! Come early for best selection.

—Downstairs at Ayres.



"Rain 'r Shine"  
REVERSIBLE  
SPORT  
COATS  
SALE PRICED \$8.88

Values for Everyone in This  
Special Sale of  
WOMEN'S  
Fall Felts  
\$1.69

A thrilling assortment of the smartest new fall felts obtainable at this very low sale price. Brims, Bretons and Turbans to choose from in Black and assorted colors. Rhinestone, ornament and veil trims. Headsizes 22 to 23.

—Downstairs at Ayres.



A Very Special Sale of Crush  
Resistant Rayon Transparent

### Velvet DRESSES

SALE PRICE \$7.98

SIZES 12 to 20; 38 to 44; 18½ to 24½!

Lace Collar and Cuffs Lastex Shirring  
Zipper Plackets Cartridge Pleating  
Jewel Trims Nail Head Trims

Presenting eight glorious styles of dresses in your favorite material, Rayon transparent velvet. Everyone loves to wear this luscious material because it is CRUSH RESISTANT. Styling reaches new heights in this group of fine dresses that fit perfectly and mould softly to every contour. Colors come in BLACK, WINE and ROYAL.

—Downstairs at Ayres.



### SALE of Selected FUR COATS

Sizes for Misses and Women in This Group!  
Quantities and Furs Subject to Prior Sale!

(2) 22-Inch Skunk-Dyed Opossum Jackets	\$28
(2) 24-Inch Manchurian Wolf Jackets	
(4) 22-Inch Norwegian Blue-Dyed Fox Jackets	
(10) Seal-Dyed Coney Boxy Coats	
(2) 22-Inch Skunk-Dyed Opossum Jackets, Hat and Muff	
(1) 22-Inch Norwegian Blue-Dyed Fox Jackets, Hat and Muff	
(3) 26-Inch Sable-Dyed Opossum Jackets	\$38
(15) Seal-Dyed Coney Swagger Coats	
(8) Mink-Dyed Coney Swagger Coats	
(12) Seal-Dyed Coney Box Coats.	
(6) Mink-Dyed Coney Swagger Coats.	
(3) Seal-Dyed Opossum Jackets, Hat and Muff.	
(3) 32-Inch Grey-Dyed Caracul Paw Jacket, Hat and Muff.	
(2) Grey-Dyed Caracul Paw Swagger Coats.	
(2) Mendoza-Dyed Coney Swagger Coats.	\$58

—Downstairs at Ayres.

Sizes 14 to 20

Sizes 14 to 20,  
18½ to 24½

SIZES:  
12 to 20  
38 to 44  
18½ to 24½

Buy Foot Fashions, Economically in This

### SALE CORLISS Suede SHOES

2 PAIR \$5  
1 Pair \$2.59

Think of these shoe values! Choice of our entire stock of \$3 Corliss Suede Shoes—every pair a desirable style for fall and winter wear—low, medium or high heels—sizes 4 to 9, widths AAA to C—Colors, black or brown. November Sale Priced at \$2.59 Pair, or 2 pairs for \$5.

—Downstairs at Ayres.



### A Thrilling November Sale of FAMOUS NAME SAMPLE GLOVES

59c  
Pr.

Slight irregulars of these  
much more expensive gloves.  
Made by a famous maker of  
fine gloves. You'll want sev-  
eral pairs. Leather backs,  
leather trims, all silicons.  
Black, Wine and Natural.  
Sizes 6 to 7½.

—Downstairs at Ayres.

Smart Hosiery Buyers Look to Sales Like These  
To Stock Up on Fine Quality Stockings!

FIRST QUALITY

Betty Shaw

### Genuine Crepe STOCKINGS

59c  
PAIR

It isn't very often that we can offer sales like this one, but when we do it's fun to watch all the budget-minded ladies rushing in to buy them at such substantial savings. You can save too... Tomorrow at the stroke of 9:30. Buy two pairs, buy 3 pairs, buy several pairs... you save on every one! Picot top and runstop, reinforced with lace for longer wear. Sizes 8½ to 10½. Fall colors.

—Downstairs at Ayres.

### "FAMOUS NAME" STOCKINGS

69c  
PAIR

4-Thread chiffons and 7-thread service  
weights in full-fashioned stockings, by a  
"Famous Maker" of fine hosiery. Personal  
fit stretch tops. Reinforced with lace.  
Sizes 8½ to 10½. Fall colors.

—Downstairs at Ayres.