

to Ayres Downstairs Tomorrow for . . .

Gorgeous Cloth Coats—August Sale Priced!

... and Let Us Whisper in Your Ear—"We Feel SURE That August Sale Prices Will NOT Last the Entire Month!"

We've been "telling you" that it is WISE and SAFE and CONVENIENT to buy now! Now we're passing along a reliable rumor that prices will actually ZOOM upward in the next few days! Therefore, we URGE you to BUY NOW. Our stocks are complete, and offer large variety! Fashions are firmly established, and the most beautiful in years! Our LAY-AWAY service is at your disposal (a small deposit will hold your coat until November 1. Just pay the balance weekly or monthly.)

\$28

A—Black coat with HIGH collar and WIDE shoulder trimmed in Mink.

B—High collar and epaulette are in BLACK Lapin on BLACK coat!

C—A sporty looking tan tweed coat with high fur collar.

D—A big raccoon collar and unusual sleeves make this coat!

E—You can DO things with this gorgeous pointed dog Scarf; coat is Forest Green.

—Downstairs at Ayres.

Take the First Step
Toward Chic in
New Fall Shoes

\$2.45 Pair

Footwear is truly the foundation of your entire costume, and should be chosen for its COLOR, its STYLE, its VALUE, and its FITTING QUALITIES! All four of these important points are stressed in this amazingly smart group of NEW fall shoes! There are over a dozen models to choose from in pumps, straps and ties. Sizes 3 to 8—AA to C.

• CALF
• KID
• SUEDE
• BLACK
• BROWN
• EEL GREY
—Downstairs at Ayres.

... and a Visit to Our
**Foot Comfort
Department**

Is the First Step to Take
Before You Visit the
World's Fair in Chicago!

If you are planning to visit the Century of Progress Exposition . . . TAKE CARE OF YOUR FEET BEFORE YOU GO! Remember there are over 83 miles of exhibits, and unless your feet are in perfect condition, you'll miss many worthwhile things!

Visit our Dr. Scholl Foot Comfort department NOW! Our Mr. Louis Finkelstein will be glad to make Pedograph prints of your stocking feet, which should indicate the nature of your trouble . . . and just which of Dr. Scholl's Remedies or Appliances you need!

—Downstairs at Ayres.

We Advise All of Our
Customers to Buy
a 6 Months' Supply

Substandards of

**REAL SILK
DeLuxe Hosiery**
WHILE THE PRICE IS STILL—

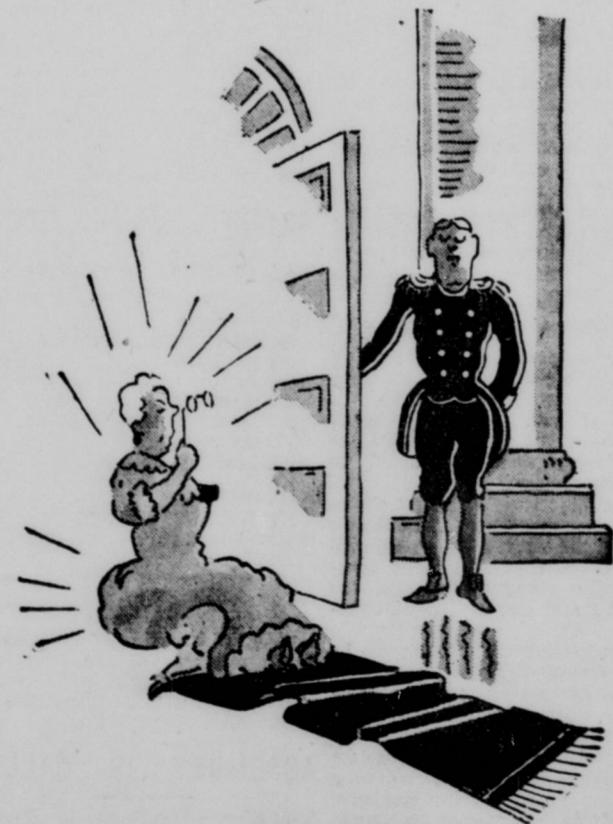
59c (2 Pairs
\$1.10)

One price increase is already in effect on these famous stockings . . . and another will come very soon! Therefore, it is a wise woman who checks her needs for six months ahead, and buys NOW. A full assortment of new fall colors to choose from! This is the stocking with 10 exclusive features to guard its beauty at every danger point!

—Downstairs at Ayres.



Broken Legs Are Painful—and COSTLY!
Prevent Such Accidents in YOUR Home, With



Kork-O-Tan
REG. U. S. PAT. OFF.

RUG HOLDER

PREVENTS FALLS—A fractured leg is costly!
HOLDS RUGS IN PLACE—Think of that comfort!
KEEPS RUGS SMOOTH—Wrinkles wear them out, you know!

AIDS IN VACUUM CLEANING—Your rugs stay PUT!

INDISPENSABLE under rugs at head and foot of stairway!

"KORK-O-TAN" is a thin sheet of cork and fibre which has STRONG GRIPPING POWER on both sides. It is NOT sticky, it will not pick up dirt, and will not injure floors or rugs. You simply lay it under rugs (large or small)—and FORGET that you should "walk like a cat" when you cross the room. Available in any length, in these three widths:

24-Inch Width 60c Yard
32-Inch Width 80c Yard
48-Inch Width \$1.20 Yard

—Downstairs at Ayres.

Fashion's Hats
Climb Skyward to
New Peaks of Charm

\$1.98

It's smart to be a "mountain climber" these days . . . because new fall hats provide plenty of peaks to scale! There are hats with one peak, hats with two peaks, and some with as many as four! Come in tomorrow and see for yourself—you'll get thrills aplenty! There are turbans, berets and brims to choose from—in black, brown, wine, green, and the new Eel Grey!

FELTS TAFFETAS CORDUROYS
SATINS VELVETS WOOL CREPES
—Downstairs at Ayres.



**"HOW Do these
CODES
Affect ME?"**

NATURALLY that's what you wonder as you read the newspapers these days. Minimum wages—shorter working hours—the cost of raw materials up—codes for every industry. Most of us want to know what all this means in terms of our daily life. How are the codes going to affect us in our every-day buying? In the luxury buying we're going to allow ourselves after three lean years?

Well, speaking now only about furniture, here's one answer, just as it came in the mail to us from one of our prominent furniture manufacturers:

"Under present uncertain conditions we can only accept orders with a reservation as to prices. This reservation relates to conditions beyond our control. Limitation of working hours, ability to secure materials as required, and the delivery of materials bought conditionally as to price, may affect our production and costs."

As a matter of fact, we anticipated just such conditions. So we placed larger orders than usual when we went out weeks ago to the furniture market, to protect you against rising prices. We bought at the last wholesale "lows." And so our departments are bulging out with a grand assortment of stunning new furniture and rugs.

**Buy NOW in Our
August Sale of Rugs
and Furniture**

—Downstairs at Ayres.

AYRES • DOWNSTAIRS • STORE

