

to Ayres Downstairs Tomorrow for . . .

# Everything You Need—for Fall and Winter!



## This Year, Be Individual in Your Choice of Winter Coats

Never before has Fashion offered such a wonderful opportunity to be really different and individual in your choice of a coat! There is an infinite variety of fur trimmings to choose from! Innumerable ways to frame the face and widen the shoulders . . . coats that really accent your "good points." And if you prefer to be "tailored," there's an equal variety of untrimmed general purpose coats!

**\$22.50 to \$45.00**

For Women,  
Misses  
and Juniors

—Downstairs at Ayres.



Ultra smart sports frock in forest green wool, with belt and shoulder lacings in brown "Winged" shoulders!

A glorious brown dress with sparkling white contrast at neckline. Sleeves are big at the top to widen the shoulders.

## These Broad-Shouldered Dresses

Bear Their Burdens Lightly

**\$5.95**

—New Woolens  
—Black Satin  
—Faille Weaves

—New Cantons  
—New Sheers  
—Corded Weaves

This fall shoulders are really different—more interesting—more wearable! Shoulder details have the appearance of something "extra" put on that lends a "modern" look that every woman will welcome. You'll find wing shoulders, padded effects, epaulets and tucking . . . all of which makes the figure look tall and slender and fashionable! Sizes for juniors, misses and women.

—Downstairs at Ayres.

It's **QUALITY** That Counts  
In These "Selected Irregulars\*" of

**REAL SILK**

DeLuxe Hosiery

Full  
Fashioned

**60c** Pair

No stocking is a bargain, at any price, unless good substantial **QUALITY** is woven through every thread! And that's just why we sell so many thousands and thousands of pairs of Real Silk Deluxe Hose! They are woven of 100% **FRESH** silk—and their sheer beauty is protected at every danger point by a sure, dependable safety device, found in no other stocking!

\*For many years we have advertised Real Silk "substandards." However, due to an agreement in the Hosiery Maker's NRA code, we shall hereafter advertise them as "Selected Irregulars" . . . but you get the same almost-perfect hose as always.

—Downstairs at Ayres.

For Every Daytime Costume, Fashion Says:  
"Wear Oxfords"

**\$2.45**

Oxfords are your "best bet" for every daytime occasion this fall! They are smart because they go with Fashion's tailored looking Gibson Girl-ish coats and dresses. There are many types to choose from—black or brown calf or kid or suede. And it's especially gratifying to be able to offer so much quality, at such a small price! Sizes 3 to 8—AA to C.

—Downstairs at Ayres.



## New FALL HATS

Offer Individuality  
and a New Charm!

**\$1.29**

Match your coat—and your disposition—with a new hat! Never before have you had such an opportunity for a perfect "match." NEW turbans—NEW sailors—NEW berets—NEW brims . . . all manipulated into the most flattering lines in years.

• FELTS  
• VELVETS

• SATINS  
• WOOLENS

—Downstairs at Ayres.



## New Fall Wash Fabrics

In Lovely New Weaves and Patterns

**29c** Yard

**39c** Yard

**49c** Yard

If it's inspiration you need to "get at" your fall sewing—just browse around among these brand new fall fabrics! You'll be ready to dash right home and make your sewing machine hum! Croydon tweeds (cotton)—Luvlee Crepes (rayon and cotton)—Venita Crepe (cotton)—Cordo-Chene (rayon and cotton). Patterns include checks, plaids, tweeds, figures!

—Downstairs at Ayres.

## Girls' School Frocks

In New Fall "Cinderella" Styles



"Cinderella" has a knack for turning out the most attractive and unusual styles we know of . . . and in this new fall line, they have out-done themselves! They follow the adult fashion for wide shoulders—and they are made of beautiful prints and broadcloths. Sizes 6 to 14.

**\$1.19**

## New "Patty Prim" Coats, \$9.98

Smartly tailored styles in warm "Tally-Ho" cloth.

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## Boys' New Knickers

Send your boys back to school in these sturdy, wear-resisting knickers! They are made with knit grip bottoms and are cut full and comfortable. Other knickers at \$1.98.

**\$1.29**

## Boys' All-Wool Sweaters . . . . . \$1.49

Beautiful all-wool slipover sweaters—in plain colors and many with fancy border trims! Just the styles boys want! Sizes 28 to 36.

## Boys' Fast Color Shirts . . . . . 69c

Full, comfortably cut shirts with pre-shrunk collar. In white, plain colors and fancy patterns. Sizes 8 to 14.

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[Buy NOW

Frankly, WE DON'T KNOW how long we can maintain values like this—in the face of mounting prices! However, as long as we can, we'll continue at this low level!]

## Men's New Fall Suits Topcoats, Overcoats

ALL  
WOOL

**\$10.95**

There's a wonderful variety of good, substantial clothing to choose from in this Complete Men's Store! Suits, overcoats and topcoats in brand new fall styles and colorings—tailored to FIT! Be a shrewd buyer! Choose NOW while assortments are complete—and prices low. Use your charge account—or take advantage of our convenient Layaway Plan.

## Men's Suede Jackets, \$5.95

Real suede leather windbreakers—made of selected quality skins. Choice of either button or zipper front.

## Men's Corduroy Slacks, \$2.95

Real collegiate corduroys, with 22-inch bottoms, side buckle straps. In high shades of blue, tan, brown, rust and burgundy.

—Downstairs at Ayres.



# AYRES ★ DOWNSTAIRS ★ STORE