

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!

These Broad-Shouldered Dresses

Bear Their Burdens Lightly

\$5.95

—New Woolens
—Black Satin
—Faille Weaves

—New Canvons
—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 tuckings . . . all of which makes the figure look tall and slender and fashionable! Sizes for juniors, misses and women.

—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 brouse 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

\$1.19

New "Patty Prim" Coats, \$9.98

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

—Downstairs at Ayres.



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 trim! 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.

—Downstairs at Ayres.



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.



AYRES ★ DOWNSTAIRS ★ STORE