



Classic black—in fur and fabric! Has a very high collar and winged shoulder of Pointed Wolf (dog). \$32.50.



Rich brown boucle is trimmed with Marmink collar designed to frame the face—yet spread out shawl-like to widen the shoulders. Note the interesting sleeves! \$32.50.



A Brown Wolf (dog) scarf with sweeping lines that widen and heighten shoulders. Brown boucle. \$29.75.



Richly curled Caracul adorns this coat in dressmaker fashion—framing the face with loveliness—adding Gibson Girl width to the shoulders. It's in black! \$32.50.

AYRES DOWNSTAIRS STORE'S coat picture for Fall and Winter is a fabrication of exquisite beauty, of sleek luxury, and of quality that is a compliment to the Ayres' label. We were particularly fortunate in securing fur trimmings of thick, luxuriant quality that far surpasses fur sets of previous years. In addition, coat designers have been more than generous in the quantity of furs used. It's a great showing we offer! Collars, sleeve details and fabrics are here in such infinite variety as to allow every woman to pursue her individual taste. And even though it may be "smart to be thrifty," we're sure that there will be no doubt in your mind, that here you'll have to be smart whether you're thrifty or not.

This Is Our "Fashion Code" for Fur Trimmed Coats

1. Coats reflect the Fashion Laws of 1890 days—with an air of splendor about the furs, fabrics and colors.
2. New coats are wide at the shoulder, and high at the top . . . reminiscent of the Gibson Girl . . . but with a well balanced look to the silhouette.
3. Silhouette lines through the coat have an easy-to-wear look.
4. Sleeves are moderately full above the elbow and at the shoulder—and slim from elbow to wrist.
5. Furs are manipulated in new and unusual ways. Long-haired furs make large, high standing collars with sweeping lines. Flat and curly furs seem a part of the coat, just as a dressmaker might use a piece of fabric.
6. Coat fabrics turn to luxurious weaves and textures, to match the colors—soft and rich in tone.



A gorgeous Fitch collar adds a note of sheer luxury to this coat. It's both high and wide . . . and has fur appliqued on sleeve. \$39.75.

Genuine Beaver—rich and soft and thick—forms the high collar and "wings" on this brown coat. \$48.75.

A smart Ascot scarf collar and winged shoulders bear a burden of lovely Caracul. Unusually distinctive sleeve treatment. \$59.75.

Downstairs at Ayres

...Where Correct Fashion
is Less Expensive!