

to Ayres Downstairs Tomorrow for . . .

# Quality Apparel That's NEW and FASHIONABLE



Gorgeous Furs and Rich Fabrics  
Tell the Story of Quality in Our

## New Winter Cloth Coats

**\$29.75 to \$59.75**

Even in the "lean" year of 1932 we were not able to offer so much real VALUE in coats as we do right NOW! Our cloth coats are creations of exquisite beauty, of sleek luxury, and remarkable quality. We particularly call your attention to the thick, luxuriant fur trimmings—qualities that would have graced "Frenchrooms" coats of a year ago!

There's an unusually fine assortment to choose from, too! Collars, sleeve details and fabrics are here in such infinite variety as to allow every woman to pursue her individual taste. If you choose one of these coats YOU'LL BE SMART whether you're thrifty or not!



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

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

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



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

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



The material—a rich brown faille—lends individuality to this frock! Also note the pleated shoulder, the high neck and the lace jabot! \$7.95.

Another opportunity to be individual! This is a heavy sheer in classic black; sleeves and setin neckline are black satin, sleeveless jacket. \$7.95.

This dress follows the fashion for geometric necklines. Yoke and bow are embroidered crepe. The dress is a distinctive faille weave in brown. \$10.75.

**Choose a Fall Dress**  
... That Makes You  
Stand Out From the Crowd!

**\$7.95**      **\$10.75**

This year, as always, there are many firmly established fashions that everybody will wear . . . and LOVE! In addition, there's a wonderful opportunity for the woman who likes "the unusual"—and Fashion will agree that it's smart to be individual! See this beautiful assortment tomorrow! You're sure to find something "different" and perhaps just a bit "daring!" And while you are looking, please note the extraordinary QUALITY of these frocks. Sizes for misses and women.

—Downstairs at Ayres.



**We Know You'll Be "Right" in  
Tucked Fabric Hats**

**\$1.98**

The tucked fabric hat is turning out to be a millinery classic! It's a hat that doesn't "rush the season" now, and it will still be "good" in December. You'll find tucked fabrics in turbans, sailors, berets and brims! Styles with tucked crowns, tucked brims, tucked bands! In rich looking wool crepes. Black, brown and other wanted fall colors.

—Downstairs at Ayres.

Dozens of Other Smart Styles to Choose From!

## "Step Out" in Fashion's New Fall "Corliss" Shoes Styles for Every Hour!



Widths  
AAA to C

**\$3.95**

### In These Materials:

- Suede
- Suede-and-Kid
- Patent
- Suede-and-Snake
- Kidskin
- Genuine Snake

### In These Styles:

- Pumps
- Center Buckles
- Ties
- Built-up Pumps
- T-Strap
- School Oxfords

—Downstairs  
at  
Ayres

Sizes  
3 to 9

It Pays to Buy QUALITY Hosiery!

You Get Both Quality  
and Beauty in These  
"Irregulars" of

## REAL SILK DeLuxe Hosiery

**60C PAIR**

Did it ever happen to you? We mean, did you ever buy hosiery advertised as "first quality"—at a ridiculously low price—and have them full of "runs" the first time you wore them? It can't happen if you wear these wonderful "irregulars" of Real Silk De Luxe hose. That's why we say: "It pays to buy QUALITY hose." The "firsts" of these hose sell for \$1.35 and \$1.75.

### Note These 10 Features:

1. 100% Fresh Silk!
2. Patented Hem-Guard!
3. Patented No-Hole Hem!
4. Strain-Proof Instep Point!
5. Triple-Fast Dyes!
6. Flat-Seam Soe!
7. Cradle Dura-Foot!
8. Grenine - S e a l e d Silky Yarns!
9. Two-Way Run-Stop!
10. Positive Heel-Guard!

—Downstairs at Ayres.

**AYRES ★ DOWNSTAIRS ★ STORE**