



ANNIVERSARY SALE

DOWNSTAIRS AT AYRES

RICH FURS

Are Piled *HIGH* and *WIDE* to Give an *Expensive* Look to These

WINTER COATS

In Our Anniversary Sale at Just—

\$28

ELEGANCE is the outstanding feature of these new fur trimmed cloth coats! They are elegant in their trim, slim-skirted silhouette ... with shoulders wide and manly! Elegant in their rich colored, crepey fabrics! Above all, remember that these are Ayres Downstairs Store ANNIVERSARY SALE VALUES ... therefore, of exceptional QUALITY at the very lowest price we can arrange!

The FURS Are:

- Beaverette (rabbit)
- Marmink (dog)
- Manchurian Wolf (dog)
- Dyed Skunk
- Pointed Wolf (dog)
- Caracul
- Downstairs at Ayres



"Quality Endures"

These Are the Hats to "Go With" Your New Dresses and Coats

Anniversary Sale Priced—

\$1.59

Every woman knows it's the HAT that "makes or breaks" the effectiveness of whatever costume she is wearing! This fall, more than ever, you have the opportunity to choose just THE hat ... because hats "go with" the coat and dresses ... in line ... in color ... in quality! Berets galore! Turbans! Peaks! Brims! In ...

—SATINS
—VELVETS
—TAFFETAS

—WOOL CREPES
—FELTS
—RABBIT WOOLS
—Downstairs at Ayres.

Our "Corliss" Shoes Comply With ...

FASHION'S Footwear Code

... and Give Extra Value at This Anniversary Price!

\$3.29

Very smart feet are wearing "Corliss" Footwear for fall ... the footwear that's making so much fashion news in town—because it's in line with the new fall code for shoes ... "a maximum of fashion with a maximum of comfort for wearers!"

HERE'S THE CODE:

1. Shoes—More than ever—are in keeping with the costumes with which they are worn.
Well dressed women will not make one pair of shoes do for wear with all their different fall suits, coats or dresses.
2. Most Popular of All Styles Are Oxfords.
There are two reasons for their popularity. One—the importance of the Tailored Costume. The other—the desire of women to be in fashion, yet be comfortable.
3. Two Leathers in a Shoe are Just One Way in Which Fall Shoes Gain Individuality.
Here are the best combinations: Shiny-dull combinations or rough smooth combinations ... Suede and calf, suede and kid, suede and patent.
4. 1890 Fashions Are Reflected by Fall Shoes.
Shoes have height—to match the height in shoulders of dresses and coats.
—Downstairs at Ayres.

