

# NOVEMBER SALE! DOWNSTAIRS AT AYRES

## Sale! Sample Hats

Exquisite New Fall Models from the  
Designing Rooms of a Famous Maker!

SALE  
PRICE **\$1.00**

We knew you'd be asking for one of our Sample Hat sales . . . so we got busy and persuaded this famous maker to send us a brilliant group of the very latest millinery fashions. They're just the tonic for fall wardrobe needs. Bright, gay colors, dazzling styles. Berets, tricorneres, turbans, pill boxes and sailors in all headsizes.

Hundreds of Higher Priced Hats from Regular Stock  
Cut down your overhead . . . buy now in this November Sale at a sensational low price. All the desirable styles in berets, high crowns, tyrolean crowns, sailors, turbans and pill boxes in very becoming colors. **\$1.59**

—Downstairs at Ayres.



### Here's a Bargain Event for Every Member of Your Family!

AYRES' Downstairs Store's November Sale is a well-planned annual event timed to occur just at the season when most of our customers will really appreciate the unusual savings we offer. It comes at the beginning of COLD WEATHER! It comes just before Thanksgiving festivities begin. It comes when most folks are beginning to think about CHRISTMAS. This SALE is designed to meet ALL these needs — with Ayres' QUALITY merchandise, in full assortments, and in good fashion.

"A Nine Day Wonder  
S-A-L-E!"

IRREGULARS of  
RINGLESS

Wonderband

## Chiffon Hosiery

SALE PRICE

# 50c Pr.

Tie a string around your finger—pin a note to your dress—mark an "X" on your calendar—but remind yourself to make a date to buy yourself a supply of WONDER-BAND Chiffon Hose. You'll save 26% by buying in the November Sale. They're clear and sheer and will give you long mileage because they're protected by the Wonderband, the Wonder Heel and the Wonder Toe at danger points. In all the newest colors. Sizes 8½ to 10½.

Consider the Low Price  
—Then Consider These  
**Wonder-Features!**

1. 45 Gauge
2. 4-Thread Construction
3. All-Silk, with picot top
4. All Ringless
5. Wonder Heel
6. Wonder Toe
7. Wonder Band
8. Sale Priced.

—Downstairs at Ayres.

## A DRESS SALE

That Sets a New High Standard  
for FASHION—for QUALITY!

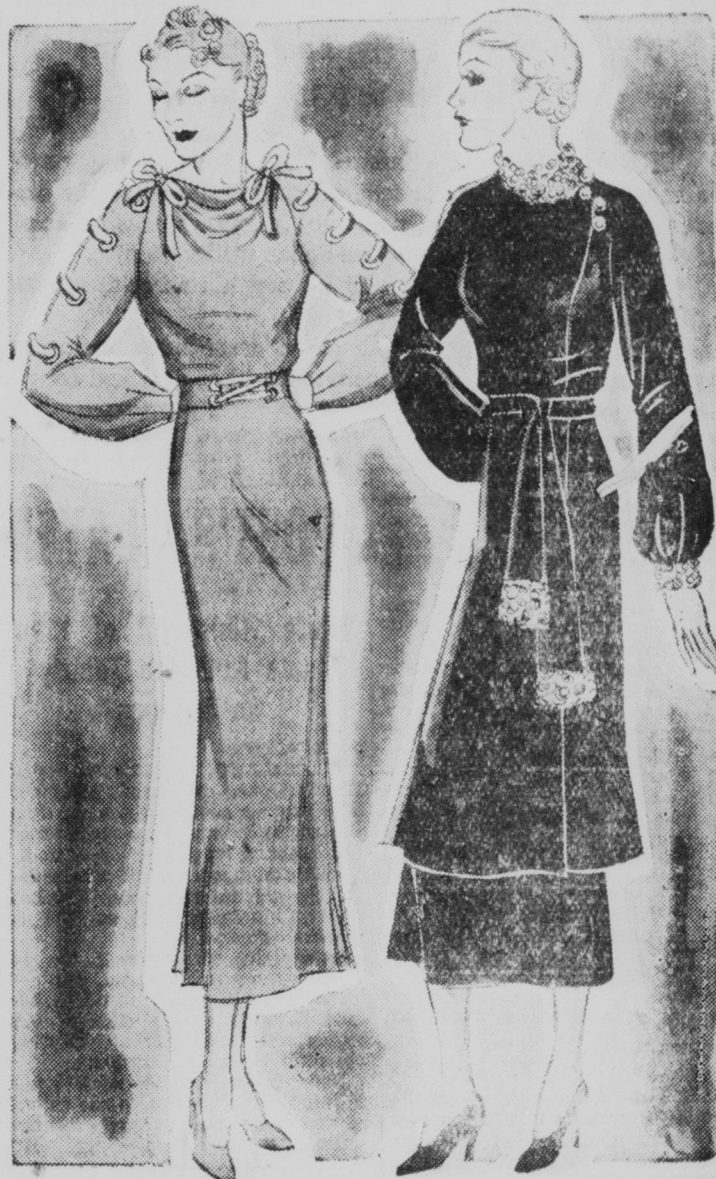
# 2 for \$11

(One for \$5.95)

The new fall dresses answer the call of autumn in rich colors, sparkling details and clever new styles. They'll speak your language because they have a low November Sale price attached. We've hundreds of neat solutions for every occasion . . . daytime, worktime, or playtime. They're wearable, they're flattering and how smart you'll look wearing one. Choose from women's, misses' and juniors' sizes.

Business Frocks	Tunic Frocks	Football Colors
Afternoon Frocks	Metal Trims	Black Navy
Daytime Frocks	Sequin Trims	Rust Green
Sunday Night Frocks	Russian Types	Beige Brown
	Taffeta Trims	Peacock Blue

—Downstairs at Ayres.



## Winter COATS

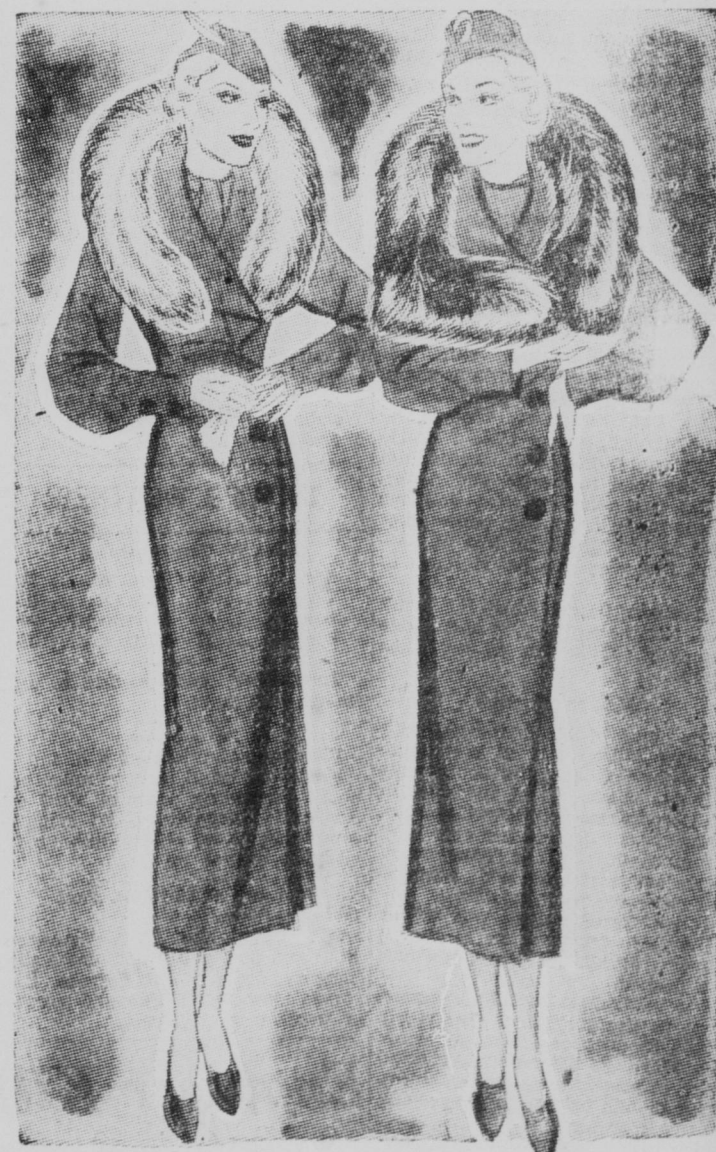
of Quality Seldom Found  
at Such a Low SALE Price!

# \$19.95

Ring up another triumph—and a real one this time for Ayres Downstairs Store. We just unpacked box after box of the most p-e-r-f-e-c-t new winter coats with a very expensive look—at a low November Sale price! Pencil slim silhouettes with gorgeous, lovely, luxurious furs piled high around your neck. New fabrics that flatter you — bubbling over with the new 1934 details. Sizes for women, misses, and juniors.

- Caracul
- Dyed Fox
- Pointed Dog
- Opossum
- Lapin (rabbit)
- Beaverette (rabbit)
- Marmink
- Civit Cat

—Downstairs at Ayres.



## "Corliss" SHOES

Over 500 Pairs from Stock  
Reduced for this SALE!

The November Sale sends you into the winter on a new footing. For we've taken about 500 pairs of our "Corliss" Shoes and reduced them to a sensationally low price. The shoe that's made specially for us to conform to our specifications for fit, quality and comfort. Shoes that are considerate to your busy feet. Choose from many styles and patterns. Sizes 4 to 9, widths AAA to C.

Pumps  
T-Straps  
Combinations

Kid  
Suede  
Combinations

# \$2.95 PAIR

—Downstairs at Ayres.

