

SWING INTO FALL FASHION WITH AYRES ★ DOWNSTAIRS ★ STORE

Five Suggested FALL ENSEMBLES for You

Complete! Fashionable! Economical! Every Item Chosen from this Complete Store-On-One-Floor!



Fall Ensemble No. 1

Green Crepe "Swing" Dress

Your friends will be "green with envy" when you swing into the picture with this green satin finish crepe dress with gold details inspired by the Empire Period. The gold buttons actually button all the way down the front. Sizes 11 to 19 in group.

\$6.98

Green Felt Roller Brim \$2.00

From the Napoleonic period comes this roller felt with softened veil around brim and program ribbon bow. Smart with this costume and wearable with others.



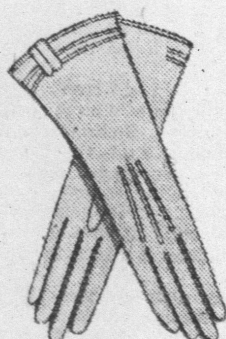
Dressy Green Envelope Bag \$1.00

This bag has a gold trim to match the trim of the dress. The top handle is of leather. It has a widened bottom to give you plenty of room.



Green Rolled Edge Cuff Gloves 69c

Made of double woven washable fabric. The cuff has a rolled edge to give them a very dressy appearance. Sizes 6½ to 7½ in the group.



Green Suede Oxford A "Corliss" Style Shoe \$2.99

Dressy green suede oxford with square toe and heel. The stitching across the toe and quarter is multicolored. It has the new swing upward vamp.



This Complete Fall Ensemble \$13.66



Fall Ensemble No. 2

Black Tailored "Swing" Dress

"Swing" into the fall fashion picture in this black satin finish crepe dress with white braid trim and black jet buttons. Modified 1880 shoulder interest and a shiny black patent belt. Sizes 12 to 20 in the group.

\$3.98

Pert Black Visor Felt Brim \$1.39

An unusual style for the "Swing Time" dress. It has a slightly raised crown and is bound in black grain ribbon. Sizes 22 and 23.



Black Grained Tailored Bag \$1.00

Dull black tailored top handle flat luggage type "carry all" for business or for dress affairs. The leather is simulated.



Black Woven Fabric Gloves 69c

Get yourself a handful of chic and wear these plain double woven slippers to complement the entire outfit. Sizes 6½ to 7½.



Black Suede Oxfords With Patent Trim \$1.99

Your fall fashion platform calls for black suede oxfords to complete the entire outfit. Sizes 4½ to 9.



This Complete Fall Ensemble \$9.05



Fall Ensemble No. 3

Black Coat With Modified Flare

This coat of rich black novelty nub wool is a fashion comer for late fall wear. The NEW tunnel collar of marmink with ascot is both flattering and chic. Sizes 11 to 19 in the group. The flare to the skirt is a Modified American.

\$28

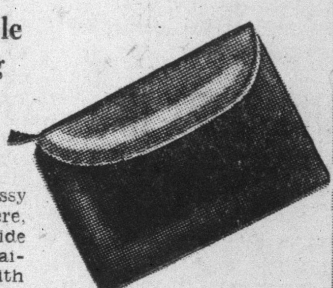
Classic Black Felt Turban \$2.00

The crown gains altitude and points the way to chic. This is a perfect companion with the coat. It has a felt flower and white quill trim. Sizes 22 and 23.



Black Reversible Envelope Bag \$1.00

For your more dressy black costume, as here, turn it so the suede side is out. For a more tailored look carry it with the simulated calf side out. It has a zipper closing.



Black Suede Slipper Gloves \$1.59

For the dressy costume we show here black suede gloves form the perfect picture. They're soft to wear and slip on and off in a second's notice. Sizes 6½ to 7½.



Black Suede Pumps An "American Girl" Shoe \$4.95

Plain opera pumps of black suede without any trimming at all are terribly smart and practical for any dress affair. Sizes 4½ to 10.



This Complete Fall Ensemble \$37.54



Fall Ensemble No. 4

Camel's Hair Swagger Coat

An All-American sports coat with roomy pockets with double stitching and wide shoulders like a running halfback. The color is toast brown and can be worn with or without a belt. Action back. Sizes 14 to 20.

\$16.75

Brown Felt "Roller" Brim \$2.00

The casual American Brim style good with any outdoor costume. It's of brown felt with beaver finish... and the brim can be worn several ways, to suit the individual. Headsizes 22 and 23.



Brown Alligator Tophandle Bag \$1.00

A grand "carry-all, take-me-with-you" bag in sim' alligator... a perfect foil for the rest of your costume. The military brass trim is NEWS!



Brown "Shortie" Cuff Slippers \$1.00

Hand sewn "shortie" cuff style slippers. Made of a double woven washable fabric. Perfect companions for this entire costume. Sizes 6½ to 7½ in group.



Brown "Bucko" Oxford A "Corliss Junior" Shoe \$2.99

This comfortable walking shoe with medium heel is a kiltie type oxford with detachable kiltie tongue. Note the row of stitching on the side. Sizes 4 to 9.



This Complete Fall Ensemble \$23.74



Fall Ensemble No. 5

3-Piece Fur-Trimmed Suit

The 3-piece costume suit with bulldog type raccoon collar will be your long suit for all occasions. The coat is fully lined and is a swagger type. The suit coat has buttons down the front. Sizes 14 to 20 in the group. This is a brown tweedish suit.

\$28

Rust Colored Felt Hat \$1.39

The peaked high crown and the feather trim are definite fall fashion trends. The rust color is a perfect "go-with'er" for the entire costume. Headsizes 22 and 23.



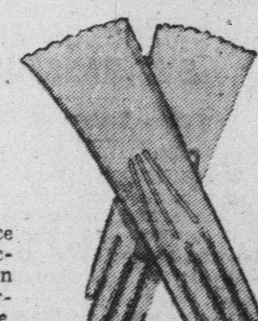
Brown Dull-Grained Tophandle Bag \$1.00

The interesting tophandle of braided leather on the dull calf grain bag is extremely new and smart. The bag is quite roomy when you open it.



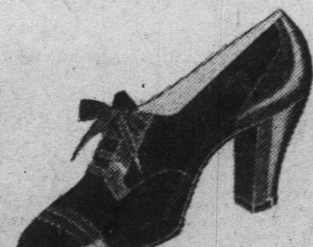
Brown Fabric Slipper Gloves \$1.00

Double woven for service... slipper style for practicality... deep brown color for harmonizing perfectly with this ensemble. The seams are overcast.



"Deeptone" Brown Suede \$1.99

Suede the hit of the fall season in Deeptone brown with contrasting calf trim. Not too tailored, not too dressy. 4-eyelid tie style in sizes 4½ to 9.



This Complete Fall Ensemble \$33.38