

SALES of PROGRESS

IN PREPARATION FOR A BEAUTIFUL NEW

AYRES DOWNSTAIRS STORE



Tomorrow! We Continue Our
Sale! Latest Dress Fashions
2 for \$12
(1 Dress \$6.98)

Hundreds of New Styles! Extraordinary Values at This Low Sale Price!

Here is indeed an incredible low price for fashions as NEW, DRAMATIC and exciting as these! Pick your favorite style, from hundreds that await your selection in our Sale of Progress! Styles for every occasion, colors to suit every fancy. Sizes for every one... 11 to 19, 14 to 20, 38 to 44 and 16½ to 24½.



A. Two colors are better than one this season... that's why you'll get so much wear out of this beige and black 2-pc. wool. Note the arrow button trim and black piping on top. A size 13.

B. Hammered Satin comes to the front for those "Don't Dress" occasions. This is a deep shade of red with low neck line. Touched off with single gold clip and contrasting color satin sash. A size 14.

C. Black satin back crepe in novelty weave with gold trim. Simple, smartly sophisticated, for all daytime affairs. A size 16.

—Downstairs at Ayres.



When Moving Day Comes—Our Stock of Regular \$3.50 "Corliss" Shoes Must Be Much Smaller! Tomorrow—Big Reductions!

Sale! 'Corliss' Shoes!
Corliss Style Shoes!
Corliss Junior Shoes!
Corliss Tarsal Arch Shoes!
\$3.00 PAIR

Our entire stock of famous, \$3.50 quality-fashion "Corliss" shoes reduced for these Sales of Progress. Choice of straps, ties, oxfords, sandals, pumps in black, brown, green or burgundy colors. Suedes, Kid, Patents, Calfs and combination leathers. Sizes 4 to 9, AAA to C widths.

—Downstairs at Ayres.

- Straps!
- Oxfords!
- Pumps!
- Brown!
- Patent!
- Ties!
- Sandals!
- Black!
- Green!
- Kid!

You Still Have Time to Get an Expensive New Hat in This Thrilling Millinery Scoop!
Sample Sale! New Hats

Expensive New Fall Hat Fashions!
Workroom Samples—Manufacturer's
Close-Outs! Few-of-a-Kind Styles!

\$2.00
EACH

It's been ages since we've had a sale that offered such VARIETY, such STYLING, such dramatic new COLORS at such a SAVINGS! You'll find fur felts and suede velours (we've added some better hats from our own higher priced stock, to complete this selection). Dozens and dozens of styles, mostly a few of a kind. Headsizes 22, 23 and 24.

- Black!
- Brown!
- Wine!
- Grey!
- Green!
- Rust!
- Fur Felts!
- Suede Velours!
- Bretons!
- Pill Boxes!
- Turbans!
- Swaggers!
- High Crowns!
- Brims!

—Downstairs at Ayres.



Sizes:

11 to 19!
14 to 20!
38 to 44!

- Blacks!
- Browns!
- Greens!
- Nubby Wools!
- Suede Cloths!
- Boucles!

What Style! What Beauty! What Gorgeous Fur Trims! What a Value You Get in This Thrilling

Sale! Winter Coats

FUR-TRIMMED SPORTS OR DRESS STYLES

Originally
Sold for
\$28.00

\$23

Before we can beautify our coat department, our stocks must be at a minimum... and to do this we must move them out at sensational low prices! Here you'll find sports and dressy fur trimmed coats in the new swagger and boxy silhouette. Trimmed with expensive furs, and made with details found only in coats of quality and fashion!

- Dyed Squirrel!
- Caracul!
- Fox Paws!
- Vicuna!
- Dyed Rabbit!
- Chinese Badger!
- Manchurian Wolf-(Dog)

—Downstairs at Ayres.

Not Many! A Limited Quantity! But Every One of These Sports Coats a Knockout Value!

Sale! Sports Coats
\$9.00 and \$15

Tomorrow, our Sales of Progress, bring you an amazing fashion-quality Event. We've taken two groups of higher priced lines of sports coats and reduced them to new low sale price levels. Choose one for wear from now on. Fitted or swagger styles, wraparounds, boxy types and straight line types. Fleeces, tweed and mixtures in choice of colors; Sizes 12 to 20, 38 to 46. Also some Camel's Hair Coats.

- Fleeces!
- Mixtures!
- Tweeds!
- Wraparounds!
- Swaggers!
- Fitted Types!
- Grey!
- Green!
- Brown!
- Natural!
- Rust!
- Black!

—Downstairs at Ayres.



Downstairs at
Ayres Where
Correct Fashions
Are Less
Expensive!