

to Ayres Downstairs Tomorrow for . . .

# New Fall Fashions—and Ayres QUALITY!

Let the Rains Drizzle—the Snows Fall—the Winds Howl!

Just Climb Into One of These

## "RAIN-'r-SHINE" Coats

And Go FASHIONABLY on Your Way!

Fall, winter or spring—the "Rain-'r-Shine" will be your boon companion! It will keep you warm and dry on drear, rainy days. It resists the bite of winter's blizzard. And on crisp, early spring days you'll be snug and warm. "Rain-'r-Shine" is NEW! It is made of the most beautiful two-tone tweeds we ever saw—Twisted Boucle Tweed, the maker calls it. And the styles are AMAZINGLY SMART. In sizes for misses and women! The price? A mere—

**\$22.50**



• BROWNS  
• TANS  
• GREYS  
• BLACK  
• GREEN  
• RED

—Downstairs  
at Ayres,  
Where  
Fashions  
Are Less  
Expensive!

## Our New Fall "Corliss" Shoes

Step Into the Limelight of Fashion!

Tomorrow, we present for the first time our brand new "Corliss" shoes for Fall! They combine the very smartest fashions—with the very finest quality—making them really outstanding values! "Corliss" shoes, you know, are our own brand, made specifically for us, according to our own strict specifications. Therefore, we KNOW they are good!



Widths  
AAA to C

**\$3.95**

Sizes  
3 to 9

In These Materials:

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



In These Styles:

- Pumps
- Ties
- T-Straps
- Center Buckles
- Built-Up Pumps
- School Oxfords

—Downstairs at Ayres.

In Our "JUNIOR-MISS" Shop!



Coats Topped  
With Furs

**\$22.50**

We Say: Wool  
for Sports!

**\$5.95**

"Suit Yourself  
Sister"—for

**\$19.75**

Just imagine YOUR face framed in this gorgeous, HIGH collar . . . and picture YOUR shoulders broadened to Gibson Girl-ish width, by the rich fur that spills lavishly over the sleeves! This is just ONE of the perfectly lovely coats at this price! Sizes 13 to 19.

"Sing a song of Autumn Sports . . . dressed in woollens warm and gay!" That's our tune and we'll sing it! And you will, too, if you'll just give these lovely dresses the "once over." You'll like them for schoolroom, for business, and football games! Sizes 13 to 19.

If you like 'em short—or long—or medium—or swagger—or tailored—or fur trimmed . . . you won't be disappointed in the suits from our "Up-On-Its-Toes" Junior Department! We've just the suit to suit you. In beautiful tweeds. In the colors you like. Sizes 13 to 19.

—Downstairs at Ayres.



## Berets Go "Modern"

And Are Worn Every Hour of the Day!

**\$1.98 and \$2.98**

Beret, Beret, who's wearing berets? And the answer is EVERYBODY . . . EVERYWHERE! Smart women are wearing them for sports, for shopping, for business, for afternoons, for evening! It's easy to choose one for every occasion because Fashion provides such an infinite variety of styles . . . and materials! They dip alluringly over one eye—or rise in Mongolian peaks—or are topped with a ravishing bow! In velvets, satins, wool crepes, stitched crepes!

—Downstairs at Ayres.

For Quality, Choose "Irregulars" of

**REAL SILK**

DeLuxe Hosiery

Full  
Fashioned

**60<sup>c</sup>** Pair

No stocking is a bargain, at any price, unless good substantial QUALITY is woven through every thread! And that's just why we sell so many thousands and thousands of pairs of Real Silk Deluxe Hose! They are woven of 100% FRESH silk—and their sheer beauty is protected at every danger point by a sure, dependable safety device, found in no other stocking!

★ For many years we have advertised Real Silk "substandards." However, due to an agreement in the Hosiery Maker's NRA code, we shall hereafter advertise them as "Irregulars" . . . but you get the same almost-perfect hose as always.

—Downstairs at Ayres.

**AYRES ★ DOWNSTAIRS ★ STORE**