

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!

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 woolens
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.

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.

Our New Fall "Corliss" Shoes

Step Into the Limelight of Fashion!



Widths
AAA to C

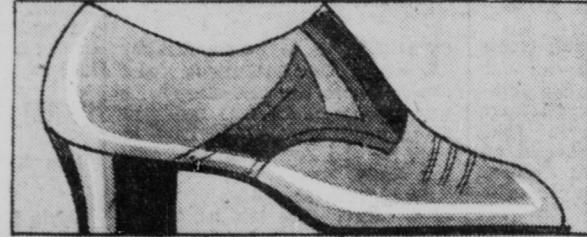
\$3.95



Sizes
3 to 9

In These Materials:

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



In These Styles:

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

—Downstairs at Ayres.

For Quality, Choose "Irregulars" of

REAL SILK

DeLuxe Hosiery

60c 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