

SWING Intc Fall FASHION WITH AYRES ★ DOWNSTAIRS ★ STORE



Lace

Sophisticated—Slimming and Flattering—Is One of the Most Important Words in the Style Vocabulary—Tomorrow We Present BLACK LACE as the Newest Star in the Whole Fashion Constellation!

Black Lace
Half-Size Dress
\$12.95 (A)

Black Lace
Jacket Dress
\$12.95 (B)

Black Lace
"Swing" Dress
\$10.75 (C)

A black lace dressy dress that achieves a new sophistication for the woman who wears a half size. This tunic is one of the hit styles for fall wear. This is a size 22½. Slip to match.

Very dramatic half-size dress with detachable jacket. The dress itself has short sleeves. This dress although a size 22½ is extremely youthful looking and very slimming. Slip to match.

Modified leg-o-mutton sleeves, swing skirt, satin buttons with 2 brilliant clips to form an inverted V is the smash hit of this Junior-Miss group. High glamour. A size 18. Slip to match.



FORWARD March the brims...
UPWARD March the crowns!

Costume HATS

The new fall mode is translated into fashion language by the Forward march of BRIMS and the Upward march of the crowns. We're ready to present these flattering new hat styles tomorrow in many different versions and all the smart, new fall colors for fall. We've Forward and Upward turbans, and brims with veil or feather or flower trims. Black, Brown, Wine, Scot Green, Rust, Blue and Gray colors.

\$2.00
EACH

—Downstairs at Ayres.

It Pays to Buy Quality
Stockings—It Pays to Buy

Irregulars of
REAL SILK
DeLuxe Chiffon Hose

69c PAIR

Why pay more?... when you can always purchase day in and day out, at this low price, beautiful, sheer, serviceable Real Silk De Luxe Hose. A stocking that will give you worlds of service... because they're protected with the exclusive Real Silk features. In all the newest taupe, copper and brown colors, so smart for wear this fall with every costume.

No Mail or Phone Orders!

—Downstairs at Ayres.

Your Fur-Trimmed Dress Coat

D. The Coat With Fur Muff

A rippling, shawl collar and muff to match of beaverette, along with the modified flare to the skirt is a fashion find at this low price. Size 14.

\$28

E. The Directoire Detachable Cape

This coat plays a dual role... without cape it's a simple tailored coat... with cape of beaverette it's dramatic and Directoire with gently flared skirt. Size 16.

\$28

Downstairs at Ayres where correct Fashions are Less Expensive!



A Stunning Collection of Real Leather HANDBAGS

\$1.00
EACH

The most glorious handbag news of the fall season! Real leather bags in calf, pigtex or suede and in the smart new shades to accent your new fall costume. Pouches, zippers, underarm and tophandle styles... and every one is roomy. Many have shiny patent trims. In 6 fall shades... black, brown, araby green, navy, gray, oxblood.

—Downstairs at Ayres.



• Black • Brown
• Green • Gray
• Chaudron • Navy
• Oxblood

Colorful

Fall Gloves

3 Styles in 7 Fall Colors!

The styles—Cuff, Shortie and 4-button slipon. The colors—Black, brown, green, oxblood, chaudron, gray and navy. Double woven fabrics, suede cloths and bengaline materials, and they'll wash. Sizes 6 to 7½ in the group.

\$1.00
PAIR

—Downstairs at Ayres.

For Going Places and Doing Things!
Get Ready With Exclusive New

CORLISS SHOES

\$2.99
PAIR

• "CORLISS STYLE" SHOES
• "CORLISS TARSAL ARCH" SHOES
• "CORLISS JUNIOR" SHOES

For every fall costume... and for every occasion... and for every foot there's a Corliss shoe designed to give your feet the new fall silhouette. We've over 35 exclusive new fall Corliss styles to choose from... round toes, square toes and heels, Swing Time vamps, and you can choose many styles in deep tone colors. Suedes, calf, kid, gabardine and patent. Black, tan, brown, green, blue, gray colors.

Sizes 3 to 9, AAA to B Widths!

—Downstairs at Ayres.

