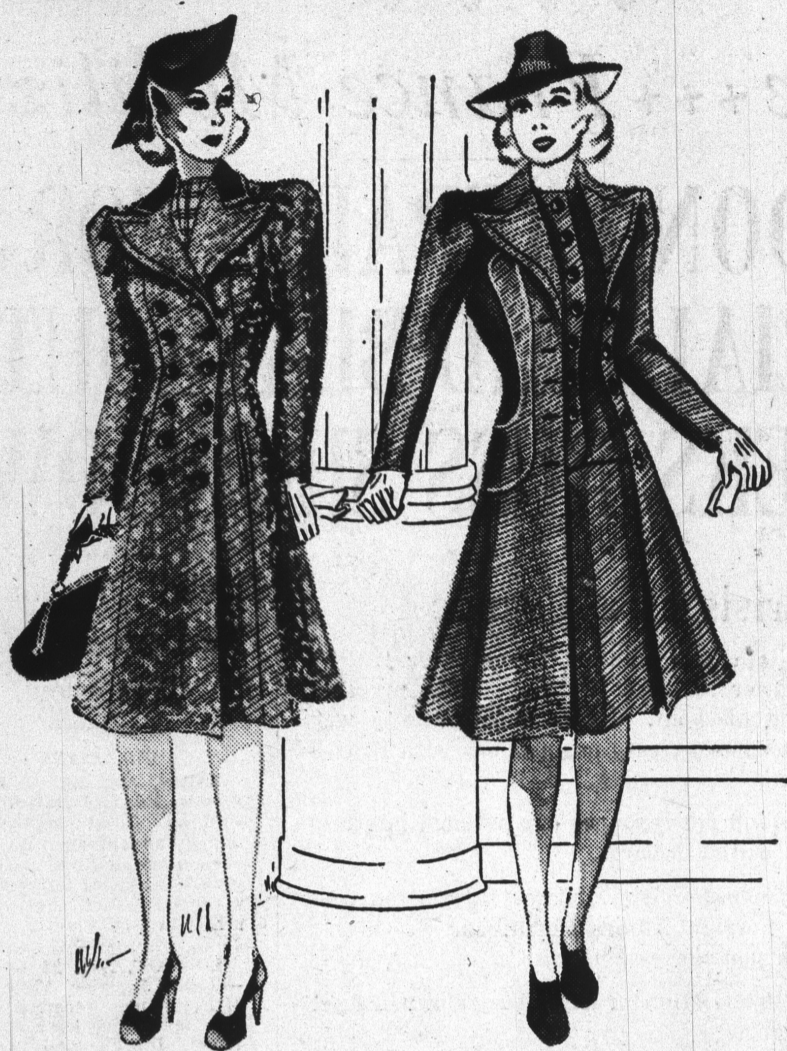


First,
to...
Then

AYRES DOWNSTAIRS STORE

BACK TO SCHOOL!



The Classic Campus Wear
That Goes to Every Campus

TWEED

Coats and Suits

\$16.95

From east to west and north to south, college campuses everywhere will be dotted with tweeds, the campus classic for being chic and smartly groomed. Select your tweeds now from this grand group of tantalizing fashions.

Tweed Reefer Coat

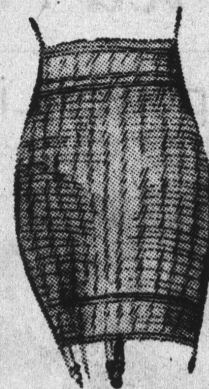
Sketched left: Smart new tweed reefer coat with striped back lining. Chamomile-like animal hide inner-lining for warmth. Complete with matching muffler, and detachable velvet collar. Black and white; wine and white. Sizes for Misses.

3-Pc. Tweed Suit

Sketched right: 3-Pc. diagonal tweed costume suit with notch collar reefer top. Complete with cardigan jacket and full flared skirt to match. Black and white, brown and white; green and white. Sizes for Misses.

—Downstairs at Ayres.

To Slenderize
Your Fashions



"Kabo-Ette"
College Girl
GIRDLES

\$1.25
EACH

"Kabo-Ette" college girl girdles to slenderize your figure, made of two-way stretch lastex. Extra long with 4 hose supporters. Small, medium and large.

—Downstairs at Ayres.



Here are the Dresses

You'll Wear This Fall
for Every Campus Activity

\$3.98

\$7.98

Sheer Wool-Rayon Crepe
2-Pc. sheer wool and rayon crepe dress for dressy wear. The dress for after school hours. You'll cherish it. Pleated skirt, pique collar. Black only. Sizes 9 to 15.

All-Wool Plaid Dress
An ideal class-room dress in sporty all-wool plaid. Dainty white pique collar with pleated skirt. Wood button and belt trim. Red and Green in sizes 11 to 15.

—Downstairs at Ayres.



Your
Choice of
★ 2-Thread
★ 3-Thread
★ 4-Thread

SUBSTANDARDS of Crepe-Knit Hose

Well Liked Because They
Are So SNAG-RESISTING!

Full-Fashioned **69c** 3 Pairs for \$2

If you haven't tried these grand stockings you've got a very pleasant surprise awaiting you. They're irregulars of a famous manufacturer in this fine genuine crepe chiffon. Make your choice of three different weights that are fully reinforced at points of wear. We feature all of the smart new hosiery shades in these stockings. Sizes 8½ to 16½.

—Downstairs at Ayres.



There's a Corliss Shoe to Take
You Through Every Phase of College Life

• CORLISS Juniors

• CORLISS Arch Shoes

• CORLISS Style Shoes

You'll find a Corliss shoe for every occasion throughout the college year. Corliss juniors for the smaller girls, Corliss arch shoe for comfort and style in walking and the Corliss style shoe for all dress occasions. We feature black suede as the leading color and leather for fall and winter wear. A. Black suede spectator pump with dull calf trim. B. Black suede cut-out pump, open toe, high heel. C. Black suede tie with black calf trim, cuban heel and built-in steel arch. D. New round toe black suede tie, black calf trim, military heel (built-in steel arch).

\$2.99
PAIR

—Downstairs at Ayres.

Tomorrow! Specialized Styles and Sizes in

Chubbie-Girl COATS

\$16.98

At last Ayres Downstairs Store offers girls' fashions tailored with the chubby girl in mind. These chubby-girl coats are fashioned in Walbrooke tweeds and Kitten's Ear fleece. Belted back and neatly tailored to give a slenderizing effect. Lined with Earl-Glo, the lining that is guaranteed for the life of the garment. Sizes 10½ to 16½.

CHUBBY GIRLS' New

"Cinderella" Frocks

"Cinderella" Frocks for the chubby girl in novelty stripes and checks, solid colors. Straight lines and gored skirt styles. Sizes 10½ to 16½.

\$1.98

Chubby Girls' Skirts

Chubby girls' wool flannel skirts in swirling styles. Stitched down gore style with zipper style. New life colors in wine, teal, navy and brown. Sizes 10½ to 16½.

\$1.98

Chubby Sweaters

Full cut coat style, all-wool zephyr sweaters for the chubby girls. Shoulder-flex construction and completely hand sewn. White and deep-tone colors. Sizes 8½ to 16½.

\$1.98

Chubby Girls' Undies

Cotton Slips for chubby girls. Neatly tailored of fine quality muslin. Slenderizing lines. Sizes 8½ to 14½. **59c**

Rayon Crepe Slips for chubbies. Lace top and ruffle bottom. Reinforced seams for long service. Tea rose in sizes 8½ to 16½. **\$1**

Rayon Panties. Chubby girls' sizes in full cut saddle seat with reinforced seams. French leg style. Tea rose. Sizes 8½ to 14½. **29c**

—Downstairs at Ayres.



To Schools Everywhere,
They're Going Back in
Bustle-Back
HATS

\$2.00
EACH

Coeds far and near will hustle back in bustle back millinery. The old made new again to flatter YOU. They're made of felt and the colors are wine, black, moss, green, brown and navy trimmed in grosgrain and satin in sizes 22 to 23.

—Downstairs at Ayres.

... and Another Rare Value!

Children's SHOES

at **\$1.99**
PAIR

With These Features:

1. Made over lasts that fit growing feet! A, B, C, D widths.
2. Sizes 8½ to big 3 in the group!
3. Black or brown smooth leather uppers and black patents.
4. Either high shoes or oxfords!
5. Constructed so re-soling is easy.
6. Flexible, chrome-retained, water-resistant soles. Lasted heel seat.

—Downstairs at Ayres.



August SALE

Little Brother
and Sister

Coat Sets
of Wool Fleece

\$5.98
SET

A special purchase of these warm all-wool fleece coat sets. Nicely tailored with double-breasted coat, flap pockets and belted back. Complete with lined, bib top, leggings with zippers, and lined peak helmet. Colors in oxford gray and warm-tone brown. Also all-wool Navy regulation coat sets. Sizes 2 to 6.

—Downstairs at Ayres.

