

AYRES DOWNSTAIRS STORE



Here Are 5 Thrilling New Coat Fashions

... as Youthful as Day-Dreams ... as Practical as Life!

Zebo Swing Back Fleece Coat
\$16.95

Youthful and flattering, these Zebo swing back coats are "right" for fall. Also fleeces, tweeds and plaid backs in boxed swing back reefer and swaggers. Blacks, wines and brown in Women's, Misses', Juniors' sizes.

—Downstairs at Ayres.

Persian Fur Fabric Bolero
\$28.00

Black Onde weave dress coat with Persian fur fabric bolero and muff to match. Also in Manchurian wolf, French beaver dyed rabbit, Lynx dyed rabbit. Wear the bolero with formal wear. Sizes 11 to 17.

—Downstairs at Ayres.

Tuxedo Plaid Back Coat
\$10.95

Tuxedo plaid back tweed in boxy style in black and white. Also "Shorty" tweeds in fitted reefer, double-breasted and boxy styles. Sizes for Women, Misses and Juniors in Natural, Wine and mixtures.

—Downstairs at Ayres.

Dyed Raccoon Bolero Coat
\$38.00

An expensive looking bolero coat in luxurious dyed raccoon. Double twill weave cloth coat can be worn separate. Bolero can be worn as evening wrap. Sizes 12 to 18.

—Downstairs at Ayres.

"Betty Shaw" Dress Coat
\$19.95

"Betty Shaw" cable cord box coat for beauty in sheer simplicity. Size 14 in black and wine. Other "Betty Shaw" coats in Julliard stripe box styles and saddle reefers in sizes for Misses.

—Downstairs at Ayres.

*We're Open
ALL DAY
Tomorrow
[SATURDAY]
From 9:30 to 5:30*



"Legion Red" on Little Black Hats
\$2.00

They're catching, fetching, exciting "Legion red" for sparkle. Jaunty pill box, turban and beret styles with velvet, ribbon and feather trim. Head-sizes 22 to 23.

—Downstairs at Ayres.

Now You Can Buy Your New Coat, Suit or Furs on Ayres Budget Payment Plan

Wear Your Purchase While You Pay—Ask Your Salesperson!



A Wardrobe of Ageless Young Dresses for School-Bound Collegiennes and ... Fashion-Wise Business Girls!

Beaver Dyed Rabbit Costume Suit
\$16.75

Sheer flattery in an all-wool costume suit with rich French beaver trim. Colors in Wine and Grotto Blue. Sizes 14 to 18 in the group.

—Downstairs at Ayres.

Rayon Alpaca 2-Pc. Dress
\$3.98

An attractive dressy dress for a lovely occasion. Rayon alpaca in a two-piece dress with delicate lace collar trim. Grape, Black and Grotto Blue. Sizes 12 to 18.

—Downstairs at Ayres.

Two-Tone Rayon Alpaca Crepe
\$6.98

Two-tone rayon alpaca crepe. Flashing "Robin Hood" red on black and adorable "Royal" blue on black. Trimmed with chain necklace. Sizes 9 to 15.

—Downstairs at Ayres.

Rayon Velveteen Zipper Dress
\$7.98

Soft luxurious velveteen in twill back with zipper front. Crisp white pique collar. Black, wine and green in sizes 9 to 15.

—Downstairs at Ayres.

Bustle Back Wool Plaid
\$7.98

Glorious assorted plaid colors in these perfect fall, all-wool plaids. Of course it has the fashion correct bustle influence. Sizes 9 to 15.

—Downstairs at Ayres.



For Fall It's "Corliss" Black Suede SHOES
\$2.99

A galaxy of over 30 styles to choose the "Corliss" shoe of your heart's desire. Be sure its black suede for fashion. We sketch above a black tie with continental heel; above right, dressy pump with high heel, and lower right, spectator pump with high heel. Sizes 4 1/2 to 9, widths AAA to B.

—Downstairs at Ayres.



Perfect Ensembles Feature Sculptured Bags In Simulated Leather
\$1.00

Your perfect fall ensemble will be sure to contain one of these classic looking sculptured bags. Made of simulated leather in tailored and dressy styles, they come in zippers, pouches, envelopes and under arms in black, brown and wine.

—Downstairs at Ayres.