

AYRES

A DOWNSTAIRS



School or Working Girls'

DRESS
Wardrobe

You'll be able to satisfy your search for a complete and charming dress wardrobe in Ayres Downstairs Store. Here among the hundreds of styles, colors and sizes you can select the dresses to suit your every whim for fashion.

—Downstairs at Ayres.

(Left)



(Above)

Detachable Plaid
Shirtwaist Dress

A sport dress for general wear. Detachable plaid shirt with plain color skirt. Green, black, brown skirts with assorted plaid blouses. Sizes 9 to 15. \$6.98

(Above, right)

Rayon Alpaca
2-Piece Cookie Dress

A lot of charm for accenting trim figures. Puffing trim on jacket and tucked and pleated skirt. Grotto Blue, blackberry and moss green. Sizes 12 to 18. \$3.98

(Left)

Rayon Taffeta
Jacket Formal

For those romantic moments of the moon and stars. Rayon taffeta jacket formal with velvetine ribbon trim. Blue and rose in sizes 11 to 15. \$7.98

—Downstairs at Ayres.

"A Feather in Your HAT"

Small... Chic...

Felt HATS
With Feather Trim

\$2.00



Be smart... be chic... wear a feather in your hat. But, by all means, use it for back treatment. You'll find worlds of back influence in these hats. Colors are black, brown, navy and moss green with contrasting huckle and ostrich feather trim. Also snoods and bustle trims.

—Downstairs at Ayres.

A Perfect SLIP for a
Perfect Dress

FRUIT of the LOOM

Rayon Satin
SLIPS

\$1.00

New fall styles in Fruit of the Loom slips. California V, lace, tailored and embroidered tops. Bias and 4-gore styles with plain and embroidered hem. All lovely rayon satin and rayon diener for fashionable wear. Sizes 32 to 44 in the group. Colors in Tea Rose.

—Downstairs at Ayres.



Sporty plaids in flares, pleats and gores. Colored in green, navy, brown, red and black. Sizes 24 to 30. Other Plaid skirts at \$3 and \$3.98.

—Downstairs at Ayres.

Plaid Skirts

\$2.00

Fashion and correct dress begin with your foundation garment. These Warner "Flatter-Back" stepin girdles are made of woven 2-way stretch lastex with the patented stay-up-top. Sizes 28 to 32.

\$3.50

—Downstairs at Ayres.

A DOWNSTAIRS

STORE

An Answer to Every Problem
Concerning

Fall Coats

We're making every effort, here in Ayres Downstairs Store, to help you select a fall coat and stay well within your budget. Our stocks are larger than ever, our styles, colors and furs the newest fashions we can obtain. With these things in mind, bring your fall coat problem to us. We'll enjoy working with you to solve it.

—Ayres Downstairs Store.

Buy Your Coat, Suit or Furs on
Ayres Budget Payment Plan
Ask Your Salesperson

(Right)

Untrimmed
Dress Coat

Untrimmed dress coats in fitted, box and casual swaggers. Materials are Striped Bokala, Capricana and Needle Point Frieze in colors of black and wine. Sizes for misses and women.

\$16.95



(Above)
Wool and Camel's Hair Sport Coats
Wool and camel's hair sport coat in wraparound, balmacaan and reefer styles. Natural color only in sizes 11 to 17. Also Tweeds and Plaid back \$10.95

(Center)
"Zebo" Cut Fleece Coat
Zebo cut fleece fitted coat also in box and swing back styles. Colors in black and wine. Sizes for Misses. Also tweed and plaid back sport coats \$16.95

(Right)
French Beaver (Dyed Coney)
Bolero Dress Coat
Fur-trimmed dress coat with french beaver (dyed coney) bolero. Twill onde' wool fabric coat. Wear the bolero separate for evening wear. Wear the plain cloth coat... have three separate coats. Sizes for misses and juniors, also women's at \$28.00

—Downstairs at Ayres.

Luxurious Black
SuedeCorliss
Style Shoes

\$2.99



Your new fall wardrobe takes on a positive finished tone with "Corliss" black suede shoes. Styles are ties, pumps, sandals. Trims are patent, calf and alligator, calf. Colors are black, brown, green and wine. Sizes 4 to 9 widths AAA to B in the group.

—Downstairs at Ayres.

Trim Girdles Make Trim Figures

Warner's
"Flatter-Back" Stepin
GIRDLES

\$3.50



Fashion and correct dress begin with your foundation garment. These Warner "Flatter-Back" stepin girdles are made of woven 2-way stretch lastex with the patented stay-up-top. Sizes 28 to 32.

—Downstairs at Ayres.