

AYRES DOWNSTAIRS STORE

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)

"Magic Hour" Rayon Crepe Nail Head Dress

A dressy frock for daytime hours to lend charm to every appointment. Made of "Magic Hour" rayon crepe and trimmed with smart nail heads. Black, moss green, and grotto blue. Sizes 11 to 15.

\$6.98

(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 velvet 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 hems. All lovely rayon satin and rayon diener for fashionable wear. Sizes 32 to 44 in the group. Colors in Tea Rose.

—Downstairs at Ayres.



Fall Fashion Notes

Simulated Leather BAGS

\$1.00

New fall handbags in simulated leather. Pouches, swaggers, top handles and slippers. Some with coin purses. Simulated calf, buffalo and alligator. Black, brown, wine and green.

—Downstairs at Ayres.

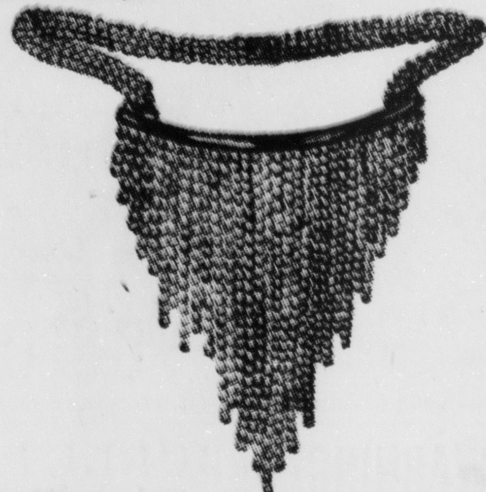
Graceful Hands in

New Fall GLOVES

\$1.00

New fall styles in double woven fabric and Kay-suede gloves. Plain allpions in the classic 4-button. Novelty styles with leather trim. Black, brown and wine in sizes 6 to 7½.

—Downstairs at Ayres.



Lavish Luxury for You

Bib Necklaces

\$1.00

Fashion asks and demands these bib necklaces in metal. Fashioned in gold and gold and color combinations also colored crystals.

—Downstairs at Ayres.

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 10½.

—Downstairs at Ayres.

We Went to College and Met...

"Sloppy Joe" Sweaters

\$1.00

We saw "Sloppy Joes" in the classrooms, in the commons and on the campus. Now you can have a real "Sloppy Joe" sweater in all-wool boxy cardigan style with long sleeves. Moss green, lustre blue, blackberry, navy and black. Sizes 34 to 40.

Plaid Skirts

\$2.00

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.

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.

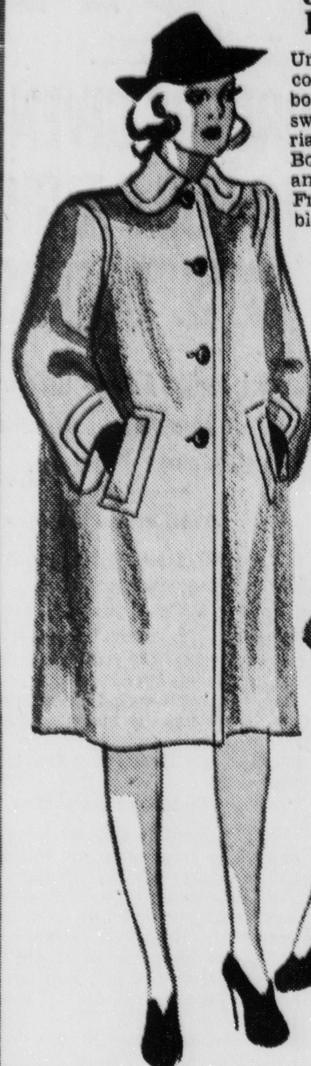
Buy Your Coat, Suit or Furs on Ayres Budget Payment Plan Ask Your Salesperson

(Right)

Untrimmed Dress Coat

Untrimmed dress coats in fitted, box and casual swaggers. Materials are Striped Bokala, Capricana and Needle Point. Prices 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 sport coats.

\$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 in the group.

\$16.95

(Right)

French Beaver (Dyed Coney)

Bolero Dress Coat

Fur-trimmed dress coat with french beaver (dyed coney) bolero. Twill on 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 Suede

Corliss 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 latex with the patented stay-up-top. Sizes 25 to 32.

—Downstairs at Ayres.

