

# IT'S FASHION WEEK DOWNSTAIRS at AYRES

*Saturday Is Dedicated to the Fashion Needs  
of the BUSINESS WOMAN!*



ABOVE—Rayon magic hour crepe dress with zipper front and pleated skirt. Pique collar. Wine, black, grotto blue in the group. Sizes 9 to 15.

RIGHT—Rayon magic hour crepe accessory dress with cartridge piped front. Black, moss green, grotto blue in the group. Sizes 11 to 15.

For the Business Girls' Wardrobe

## Junior DRESSES

**\$6.98**

Two adorable styles for the up-to-the-minute business women to accent her charm and personality. A dressy frock for punctilious charm and an accessory dress for versatility . . . change accessories . . . wear a new dress. You'll find new life . . . new enjoyment and above all economy in prices.

—Downstairs at Ayres.



Fall Fashion Notes Say:

## Small but Roomy HANDBAGS

**\$1.00**

They're smart and small . . . but oh-so-roomy. Pouches, swaggers, top handles and under arm styles. Some have the new rubber-lined cosmetic pouch, all have coin purses.

—Downstairs at Ayres.

### Double Breasted Tweed Sport Coat

**\$10.95**

Double breasted tweed sport coat in rich tweed mixture. Made of California loomed wool for your warmth and fashion. Sizes 11 to 17.

—Downstairs at Ayres.

### Wool Camel's Hair Coat

**\$15.00**

These wool camel's hair sport coats are "Must" items in every wardrobe. In natural only. Sizes 11 to 17.

—Downstairs at Ayres.

### Pieced Persian Trimmed Coat

**\$38.00**

Double twill cloth coat trimmed in pieced Persian with handkerchief collar and pockets. Black and wine in sizes for Misses.

—Downstairs at Ayres.

### American Grey Fox Trimmed Coat

**\$28.00**

Onde weave woolen dress coat trimmed in American grey fox sailor plastron collar. Black and wine in sizes for Misses.

—Downstairs at Ayres.

### Adjustable Inner-Front GIRDLE

**\$1.00**

A two-way stretch elastic with firming inner-belt that laces the tummy in two bones for support. Lace it tight or loose, depending on how you feel. 4 hose supporters. Small, Medium and Large.

—Downstairs at Ayres.

### Economy and Smart Fashions in "Sheermode" Wardrobe Silk Stockings

4-Thread for Morning  
3-Thread for Afternoon  
2-Thread for Evening

**79c** Irregulars

A new type of silk stocking. So beautifully woven that only the trained eye of the inspector can discover the occasional tiny unevenness in the silk thread. The leg and foot are woven in one operation to eliminate any shadowy ring at the ankle. Sizes 8 1/2 to 10 1/2.

All the New Fall Colors

Exclusive With Ayres Downstairs Store



No SHADeD RING  
LIKE THIS  
AT THE ANKLE

For "Outdoor Hours" and Comfort

### "Sloppy Joe" SWEATERS

**\$2.00**

For the sporty comfort you've been wanting try a Sloppy Joe sweater. All-wool boxy cardigan style with long sleeves. Colors, natural, grape, moss green, California rose, pigeon blue and white. Sizes 34 to 40.

Other All-Wool "Sloppy Joes" \$1 and \$1.69

### SKIRTS . . . \$2 and \$3

All-wool crepes and Shetlands in plain colors and assorted plaids. Flared and gored. Sizes 24 to 32.

### JACKETS . . . \$3 and \$3.98

Classic or cardigan style jackets in plaids and stripes. New fall colors in sizes 12 to 20.

—Downstairs at Ayres.



You Get Smart Fashion,  
Durability and Value  
in Our Exclusive

**NEVA SPLIT**

Dyed-Rabbit

## Fur Coats

With 8 "Star" Features

**\$49.50**

- ★ NEVA SPLIT prevents splitting Pelts.
- ★ NEVA SPLIT stops ripped seams. 456 per cent stronger.
- ★ NEVA SPLIT halts sagging seats.
- ★ NEVA SPLIT Coats always fit perfectly.
- ★ NEVA SPLIT are finished with Duchess lining. (Guaranteed 2 Years.)
- ★ NEVA SPLIT Coats are Ruching trimmed to prevent wear at points of contact.
- ★ NEVA SPLIT Coats have "loop guards" to protect edges.
- ★ NEVA SPLIT Coats wear longer.

Misses' and Women's Sizes in the Group!

Superb in their figure molding fit, NEVA SPLIT Coats show distinctive styling in their brief boxy silhouettes, swing backs, bell sleeves, flare backs or classic swaggers. Lustrous blacks, rich browns, greys and fawns, they give a wide variation for choice. They're durable, too . . . (456% stronger at the seams by test). All these qualities and you pay even less than you would expect to pay for an ordinary coat.

—Downstairs at Ayres.

"Corliss" Provides a Shoe  
for Every Occasion

### New Stepin Pumps CORLISS JUNIOR

**\$2.99**



The new Dutch Boy toe in a new wall last. A step in pump in black suede or all-over brown calfskin. Sizes 4 to 9, widths AAA to C.

**Braid Trim Stepin  
CORLISS STYLE SHOE  
\$2.99**

Black or Brown Corliss Style shoe in stepin style with braid trim and high heel. Sizes 4 to 9, widths AAA to C.

### Walking Oxford CORLISS JUNIOR

**\$2.99**

The Corliss walking oxford with loads of comfort. Black or brown with Goodyear welt and low heel. Sizes AAA to C.

—Downstairs at Ayres.

