

# 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 pleated 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 punctual 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.



Double Breasted  
Tweed Sport Coat

**\$10.95**

Wool Camel's  
Hair Coat

**\$15.00**

Pieced Persian  
Trimmed Coat

**\$38.00**

American Grey Fox  
Trimmed Coat

**\$28.00**

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.

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

Double twill cloth coat trimmed in pieced Persian with handkerchief collar and pockets. Black in sizes 10 to 16.  
—Downstairs at Ayres.

Oné weave woolen dress coat trimmed in American grey fox sailor plastron collar. Black and wine in sizes for Misses.  
—Downstairs at Ayres.

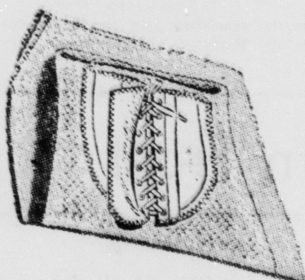


## Fall Fashion Notes Say: Small but Roomy HANDBAGS

**\$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.



## 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.



## Smart Business Girls Head Fashions in

# Wool Felts

**\$2.00**

The smartly dressed business woman chooses a perky new black felt to offset her new fall ensemble. Here is a grand collection at your disposal... choose the hat for your perfect fall combination. Headsizes 22 to 23.



### STYLES

- Cushion Brims
- Bretons
- Pill Boxes
- Turbans
- High Crowns
- Bustle Backs
- Padre Brims

### TRIMS

- Ribbon
- Veils
- Velvet
- Feather
- Snoods
- Ornaments

—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 8½ to 10½.

All the New Fall Colors

Exclusive With Ayres Downstairs Store



## 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.



## "Corliss" Provides a Shoe for Every Occasion

### New Stepin Pumps CORLISS JUNIOR

**\$2.99**



The new Duch 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 4 to 9, widths AAA to C.  
—Downstairs at Ayres.