



AYRES

DOWNSTAIRS



STORE

Lovely, Wearable Dresses for Many Fall Activities

(A) "Magic Hour" Rayon Crepe Dress in the alluring new grape shade. Fashioned with a flattering new neckline, with clip trim, three-quarter length sleeves and the popular back fullness. Size 16. Inexpensively priced at \$6.98 Each

(B) A Misses' Dress (size 12) fashioned of well-wearing rayon rib roll crepe in Blue Grotto. Three-quarter sleeve interestingly tucked, back fullness, tie-back style and a colorful necklace trim. Sizes 12 to 18. Inexpensively priced at \$6.98 Each

(C) Rayon taffeta formal with full swirling skirt. Narrow velvet ribbon trim. Square neckline, tiny puff sleeves. Size 11. Inexpensively priced at \$7.98 Each

—Downstairs at Ayres.

Scores of Other Styles from \$3.98 to \$9.98



Substandards of Full-Fashioned Crepe-Knit HOSE

Well-Liked Because They Are So SNAG-RESISTING! 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 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 8 1/2 to 10 1/2.

—Downstairs at Ayres.

69c

3 PAIRS FOR \$2

Classic Fashions for Business and Sportswear

Felt HATS

\$2.00

Colors: Black, Brown, Navy, Fairway Green, Moss Green and Wine.

A perfect group of hats for business and sportswear . . . hats that flatter . . . hats that accent your fall fashions at their best. Casual brims, manipulated crowns, with suede, grosgrain and feather trims. Headsizes 22 to 23.

—Downstairs at Ayres.



Boys' Warm Mackinaws

For Warm Winter Wear

\$5.49



All-wool plaid mackinaws with zipper book pocket. Plaid cotton lined with leather trim on pockets. Greens, blues and browns in sizes 8 to 18.

Corduroy SLACKS

Corduroys: Fine slacks with zipper fly. Finely tailored in brown, blue and green. Drop loops and matching belt. Sizes 8 to 18.

Boys' School Shirts

Satinized school shirts, manfully styled and tailored with gathered back. Fitted collar, barrel cuff and full tails. Fast colors in checks, stripes in blue, tan and greens. Sizes 8 to 14 1/2.

—Downstairs at Ayres.

Boys' Sturdy New School Oxfords

\$1.99

Wonderful quality in these school oxfords. Black or brown with antique finish just like the latest men's fashions. Goodyear welt construction, long wearing soles, leather insoles. Sizes 1 to 6.

—Downstairs at Ayres.

Ayres Budget Payment Plan Is Available When You Buy

Men's SUITS Topcoats—Overcoats

\$15.95
Each



The Suits—A new assortment of fall suits to please every man's taste. In this large assortment you'll find double-breasted draped models, single-breasted 3-button college models, and regular 2-button men's models. Checks, stripes and solid colors in greens, browns, navy-blues, greys and oxfords in the group.

The Topcoats and Overcoats—Fleeces, tweeds and smooth finished fabrics in the new Balmacaan models or double-breasted styles. New shades in greens, greys, browns and blues. A grand new group to make your selection from.



EXTRA SPECIAL!

Topcoats With Zipped-In Wool Fleece Lining

Wear it with the lining in as an overcoat. Zip out the lining and have a topcoat. New-Greens, Hi-Blues and Browns. Genuine talon zipper. Sizes 34 to 42.

—Downstairs at Ayres.

New Styling Plus Lots of Warmth in These

Girls' Camel's Hair and Wool

WINTER COATS

\$10.98

Smart new winter school coats for well-dressed small and 'teen age girls. Lovely Camel's hair and wool coats, also all-wool fleeces. Styled in fitted and full backs. Colors in natural, wine, brown and teal. Guaranteed linings. Sizes 7 to 16.

Values in Sturdy Foot-Fitting Children's SHOES

\$1.99

Fine school shoes in flexible, chrome-retanned, water-resistant soles. Black or brown smooth leather uppers in high shoes or oxfords. Sizes 8 1/2 to 9 1/2 in the group. Widths A, B, C and D.

—Downstairs at Ayres.



Coats of Fashion for Every Glorious Moment this Fall!

(A) Rainbow Tweed Coachman "Loch Lomond" Coat, double-breasted style! Leather button and buckle trim and leather piping on pocket lend added smartness. Inexpensively Priced at \$22.95

(B) This "Double-Duty" Bolero Coat is a Fashion "Must"! It's perfect as a complete coat, unusually smart for wear with any type of dress. Remove the bolero and you have a fashionable plain cloth coat. Wear the trick bolero for street wear! The boleros come in Duro-Persian, Dyed Conet and Manchurian-Wolf-Dog. Choose the coats in color tweeds, onde weaves and double twills. In black, wine and teal. Misses' \$28 and Junior sizes

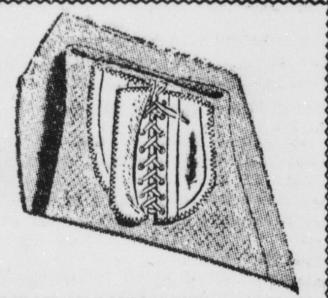
(C) Well-tailored, Camel's Hair and Wool Wrap Around Coat with notched collar and deep lapels. Deep roomy pockets, and tie belts, in natural only. \$15 Inexpensively priced at



Your New Coat, Furs Or Suit May Be Bought on **AYRES BUDGET PAYMENT PLAN!**

FOR DETAILS ASK YOUR SALESPEOPLE

—Downstairs at Ayres.



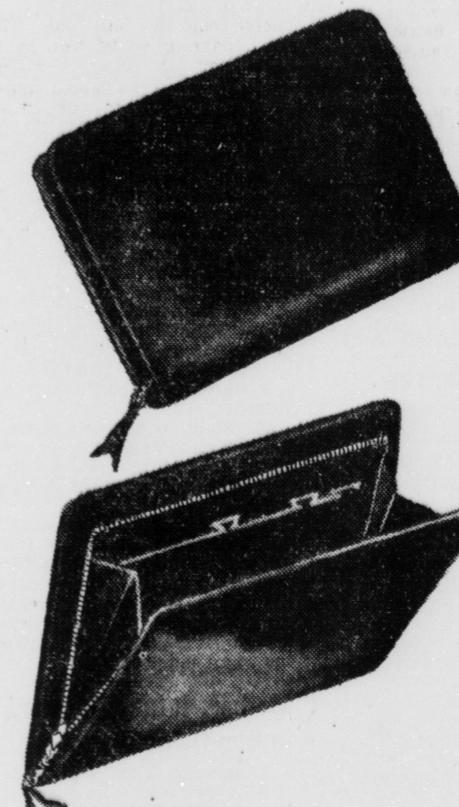
Trim Waists! Moulded Hips!

Lacing Front GIRDLES

\$1.00

Here's the answer to trim waists and moulded hips . . . A lacing front girdle in two-way stretch latex with satin panel in front that laces tight or loose to suit you. 4 Hose supporters. Sizes small, medium and large.

—Downstairs at Ayres.



An Exciting New Handbag Fashion!

"Zipper" Book BAGS

\$1.69

Here's the smartest new handbag fashion we've seen—it's practical "book"-shape and size makes it easy to carry with books or packages—it zips on three sides for safety and convenience! Contains coin purse, mirror and comb and has plenty of pockets and room for the various gadgets women carry in their handbags! Simulated leathers in calf and alligator grains. Black, Legion Red and Wine. An exceptional handbag value at \$1.69.

—Downstairs at Ayres.



Values in Sturdy Foot-Fitting Children's SHOES

\$1.99

Fine school shoes in flexible, chrome-retanned, water-resistant soles. Black or brown smooth leather uppers in high shoes or oxfords. Sizes 8 1/2 to 9 1/2 in the group. Widths A, B, C and D.

—Downstairs at Ayres.