

AYRES DOWNSTAIRS STORE

Youth and Excitement With New Fall Junior DRESSES \$3.98

Glamorous, sparkling new dresses at this pleasing with-in-the-budget price! Rayon alpaca, Rayon-and-wool rabbits hair and more taffetas in intriguing new styles and colors. Black, Peacock, Blues, Parrot, Blues, Browns, Green Tea, Greys, Teal Blues, Reds and combinations. Sizes 9-15 and 11-15 in the group.

- Short Sleeves!
- Long Sleeves!
- 3/4 Length Sleeves!
- Back Fullness!
- Princess Styles!
- Wasp Waists!
- Peplum Effects!
- Neckline Trims!

—Downstairs at Ayres.



(A) Garnet red rayon alpaca dress with fitted bodice and full skirt. Neckline 1 1/2 in. Size 11. \$3.98.



(C) Green tea rayon and wool rabbits hair dress. Back fullness, button-down-back style. Neckline 1 1/2 in. Size 11. \$3.98.



- Black
- Brown
- Navy
- Wine
- Fairway
- Green Tea
- Viking Blue

Turn It! Tilt It! Twist It!
It's 5 Hats in One!

Fuzzy Felt CASUALS \$1.00

Turn It! Twist It! Tilt It! to match your mood or personality. No matter what kind of a hat "looks good on you," these Fuzzy casuals can be shaped to look that way. It will be the price of your Fall wardrobe. Choose your colors from black, brown, navy, wine, fairway, green tea and viking blue. Head sizes 21 1/2 to 23.

Corduroy 'Pork Pie' Hats \$1.00

The snappiest, smartest hats for campus, country or all sports wear! Black, brown, forest green, grapestone, rust, beige and Kelly Green. Snap brims. Sizes 21 1/2 to 22 1/2.

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Dainty, Fragile Hands Wear

KAYSER Gloves \$1.00

You'll be happy to give a hand to these lovely Kayser glove fashions! Smart contrasting or matching colors for your new ensemble. Double woven cottons, leather backs, leather trims, hand-sewn styles, wool and leather combinations. Plain, classic, 4-button and slip-on styles. Black, brown, wine, red or green tea. Sizes 6 to 7 1/2.

Accents to Your Costume Simulated Leather Handbags \$1.00

Handbags in the smartest new styles for your choosing! Simulated leathers in the modern sculptured effects, calf, alligator, pigtex and camel suedes. Top handles, envelopes, pouches, underarm bags and zipper styles in wine, Robin Hood red, pigeon blue, black and brown.

★ "Gobs of Gold"

Simulated Costume Jewelry \$1.00

Tricky new costume jewelry to give that "just right touch" to your new costumes! Pins, clips, bracelets, pendants and the popular new bib necklaces in metal and simulated gold and gold and colored stone effects. Necklaces and bracelets to match in Robin Hood Red, Garnet, Sapphire, Emerald, Coral, Topaz and Crystal. \$1 each.

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Lovely Stockings - - - Lovely Legs
in Famous Substandards of

REAL SILK

DeLuxe Chiffon Stockings

79c Pair

Women who enjoy sheer and lovely stocking smartness DEMAND "Real Silk" DeLuxe Chiffon Hose because they're gorgeously sheer and clear and give LONGER wear. Although these stockings are classed as Substandards, you can buy them with confidence because the imperfections are so slight that only a well-trained eye can detect them. Smart new shades. Sizes 8 1/2 to 10 1/2.

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Youthful Fall Sportswear!

"Sloppy Joe" SWEATERS \$2.00

The ideal, comfortable sweater to give you the sporty comfort you desire. All-wool boxy cardigan style with long sleeves. Natural, red, maize, sky pink. Sizes 34 to 40.

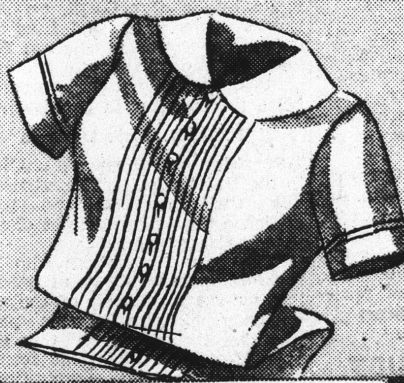
Plaid SKIRTS \$3.00

Pleated and circular styles you'll adore wearing! Choose in reds, blues and greens. Zipper closings. Sizes 24 to 30.

"Fruit of the Loom" Blouses \$1.19

Adorable tucked, striped and pleated blouses. Look like hand finished bottoms. Rayon, rayon, rayon crepe. Short and long sleeves. White, pink, blue. Sizes 32 to 40.

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"A Slim ... Tantalizing YOU" in KABO Foundation Garments

\$1.25 to \$6.00

Here, you'll find a grand selection of these famous garments — all styled for your busy teaching days! Back laces! Front laces! Girdle combinations! Two-way stretch girdles! Sizes and models for every figure, priced from \$1.25 to \$6.00.

LAST DAY

Miss Edith Swanson
Representative of
Kabo Corset Co.

Will be in our corset department to help you with your corset and foundation garment problems. Consult her about the new nipped-in waist lines. She has a world of new ideas and practical comfort hints — make it a point to consult her, tomorrow.

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Enjoy New Styling in Grand Comfort

CORLISS FOOTWEAR

\$2.99

- "Corliss" Junior Shoes!
- "Corliss" Style Shoes!
- "Corliss" Arch Shoes!

Featuring "Sultans"

The Smart New Style Shoes

Famous for their beauty, well-wearing qualities and comfort are "Corliss" Shoes. Choose from the popular "Corliss" Junior, Style, Arch or the smart new "Sultans" with the turned-up toe effects for foot smartness. Made in combinations of alligator calf and crushed kid, black patent and elasticized gabardine. Black and brown in medium and heels.

SIZES 4 to 9. Widths AAA to B
In the Group!

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For Your Satisfaction:

"Seamprufe" 10-Star Guaranteed SLIPS \$2.25

- Shoulder-prufe
- Fit-prufe
- Shrink-prufe
- Value-prufe
- Adjustable Straps
- Style-prufe
- Kling-prufe
- Action-prufe

Seamprufe Seams Bulk-Prufe
Seamprufe Seams Sag-Prufe
Seamprufe Seams Rip-Prufe

Seamprufe slips are recognized everywhere as perfection slips! Their loveliness is self-evident because they are made with a nicety of detail characterized in very expensive slips. Silk or satin and rayon in tailored or lace-trimmed styles. Choose in white, tea rose or dark shades. Sizes 32-44-46-52.

2-Pc. Rayon Pajamas \$1.98

Women's 2-pc. rayon satin stripe or print pajamas, button-down front, tailored collar style. Short sleeves. Full-cut trousers, button-waist band style. Tea Rose, Dusty Blue and Wine. Sizes 32 to 40.

(Sizes 42 to 50 \$3)

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Smart Youthful Styling!
Fall Fabrics!

Fall Sport COATS \$16.95

- Tweeds!
- Boxy Styles!
- Mohair Fleece!
- Fitted Princess Coats!
- Velvet Trims!
- Striped Zebra Fleece!

Flattering new coat fashions to glorify you now and through the winter season. Durable, warm fabrics, rich in beauty. Double-breasted, boxy, wraparound, reefer, fitted Princess and belted styles. Black, wine, beige, brown and tweed mixtures.

Sizes 9-15; 11-15 and 12 to 20 in the Group!

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