

AYRES 

Youth and Excitement With  
New Fall Junior  
DRESSES

\$3.98

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

- Short Sleeves!
- Princess Styles!
- Long Sleeves!
- Wasp Waists!
- 1/4 Length Sleeves!
- Peplum Effects!
- Back Fullness!
- Necklace Trims!

—Downstairs at Ayres.

(A) Garnet red raven alpaca dress with lace effect. Swing skirt. Back button. Size 11. \$3.98.

(C) Green ice rayon alpaca with ravel hair dress. Back button. Size 11. \$3.98.

(B) Dramatic black moire taffeta dress. Back button. Short sleeves. Size 11. \$3.98.

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.

—Downstairs at Ayres.

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



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

—Downstairs at Ayres.

DOWNSTAIRS STORE 

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, pug 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.

—Downstairs at Ayres.

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 prize of your Fall wardrobe. Choose your colors from black, brown, navy, wine, fairway, green tea and viking blue. Headsizes 21 1/2 to 23.

Corduroy 'Pork Pie' Hats

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

\$1.00

—Downstairs at Ayres.

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

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

\$3.00

"Fruit of the Loom" Blouses

Adorable tucked, Shirred and pleated-rayon tank-top blouses. Rayon crepe. Short and long sleeves. White, pink, blue. Sizes 32 to 40.

\$1.19

—Downstairs at Ayres.

"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.

—Downstairs at Ayres.

Smart Youthful Styling!  
Fall Fabrics!

Fall Sport  
COATS

\$16.95



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

Flattering new coat fashions to glorify you now and through the winter season! Durable, warm fabrics, rich in beauty. Double-breasted, belted, wrap, wrap-over, shoulder-dipped Princess and belted styles. Black, wine, beige, brown and tweed mixtures.

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

—Downstairs at Ayres.

For Your Satisfaction:  
"Seamprufe"  
10-Star  
Guaranteed  
SLIPS

\$2.25

- Shoulder-eze
- Adjustable Straps
- Fit-Prufe
- Shrink-prufe
- Value-prufe
- 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 variety 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 stripes 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 52) \$3.00

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