

First,  
to...  
Then

# AYRES DOWNSTAIRS STORE

## BACK TO SCHOOL!



Low heel Specta-  
tor simulated lizard  
trim. Black  
or brown.

V throat  
pump. Black  
suede with  
patent trim.

How specta-  
tor, suede  
with simulated  
lizard. Black  
or brown.

A Liberal Education in  
Foot-Smartness  
**CORLISS  
Style SHOES**  
**\$3.00**

Sizes 4 to 9, Widths AAA to B

If you haven't had the pleasure of wearing  
a smart Corliss Style Shoe, don't put it off  
until later. You're in for the sur-  
prise of your life when you discover how  
very fashionable these shoes are... and  
for only \$3.

—Downstairs at Ayres.

We're Open  
**ALL DAY**  
*Tomorrow*  
[SATURDAY]  
From 9:30 to 5:30

See Page 19 for More Back to School News



Classic Breton

Off the  
face

Draped  
Fabric  
Turban

Fashions  
**SWEEP** Into Fall!  
**Fall HAT  
Silhouettes**  
**\$2.00**

Black  
Brown  
Navy  
Wine  
Washed Valley  
Blue

Bretons  
Off-Face Flares  
Pompadors  
Profile Brims

Headsizes 22 to 24 in the Group  
—Downstairs at Ayres.

Campus Commanders From Junior Corner!

## WOOL DRESSES

For Junior Figures  
**\$3.98**

Sizes 9 to 15  
in the Group!

**Soldier Blue**  
**Grey**  
**Sycamore Green**  
**Fall Rose**  
**Sorgham Brown**

**Angora Trims**  
**Nail Heads**  
**Frogs**  
**Zippers**  
**Swing Skirts**

A collection of smart new wool dresses for  
juniors that will direct the eyes of every  
campus. You'll revel in the flattery of soft  
angora trim, bold nail heads and subtle  
frogs. Showered with tucks and pleats  
where you want them. Be sure that you  
have several of these in your trunk when  
you leave for school.

A. "Button Button" Wool  
Dress in Sorgham Brown,  
Sycamore Green or Sol-  
dier Blue. Sizes 9 to 15.

B. "Sailor Aho!" Wool  
Dress in Soldier Blue,  
Grey, Sycamore Green,  
Fall Rose. Sizes 9 to 15.

C. "Princess" Wool Dress  
in Soldier Blue, Sycam-  
ore Green and Fall  
Rose. Sizes 9 to 15.

Other Styles for Juniors and Misses in  
Rayon Alpaca, Rayon Rebette and  
Corduroy.

—Downstairs at Ayres.

No Need to Worry About the Weather When You Wear

"Rain 'r Shine" ★  
**REVERSIBLE  
SPORT  
COATS**  
**\$9.95**

Sizes for Misses and  
Juniors in the Group!

**Tweeds**  
**Shetlands**  
**Coverts**  
**Wool and  
Camel's Hair**

**Fitted Styles**  
**Boxy Styles**  
**Plaids**  
**Zipper Fronts**  
**Hoods**

No need to worry about the weather  
when you wear a "Rain 'r Shine" coat.  
They're reversible to a gabardine rain  
coat at a moment's notice. The new 1941  
styles are prettier than ever with all of  
the smart little details that you like in  
your sport coats. Some have hoods,  
others have zipper front closing, all  
are the smartest sport coats you can find  
at such a money-saving August Event.

\* Registered.

—Downstairs at Ayres.

A. Wool and Camel's  
Hair fitted coat.

B. Double breasted  
fitted coat with  
detachable hood.

C. Brushed Tweed  
wrap style with  
hood.

"Back to School" Promenade of  
**SPORTSWEAR  
SWEATERS**  
**\$2**

"Sloppy Joe" Cardigans  
or classic slipovers. They  
make a perfect sweater  
set. They're all wool and  
come in colors of Nat-  
ural, Bayleaf, Jockey  
Red and Blossom Blue in  
the group. Sizes 34 to 40.

**JACKETS**  
**\$3**

Wear them in corduroy  
or wool. They're the  
popular "Little Boy"  
style with two patch  
pockets. Colors in the  
group: Red, Wine,  
Brown, Bayleaf, Green  
and Soldier Blue. Sizes  
12 to 16.

**SKIRTS**  
**\$2**

Corduroy or wool in bias  
or gore style with belt  
and without. Colors in  
Navy, Aqua, Wine, In-  
dian Earth and Soldier  
Blue. Sizes 24 to 30 in  
the group.

—Downstairs at Ayres.

Don't Forget Your Fresh New Supply of Substandards of

## REAL SILK

De Luxe Chiffon  
**STOCKINGS**

( 2 Thread ) ( 3 Thread ) ( 4 Thread )  
for Dancing for Dates for Campus Wear

Don't neglect your stocking wardrobe when  
planning your school clothes. If you've  
never tried Real Silk, then you've a big sur-  
prise in store for you. Your vanity will blos-  
som with their sheer beauty and hosiery bills  
will dwindle from their wearability. Select  
several pairs for your school wardrobe. We  
have them in all of the smartest new fall  
shades. Sizes 8½ to 10½.

**79c** Pr.

\*Substandards are those stockings that escape by  
the narrowest of margins being classed as first  
quality. Only the inspector can detect the dif-  
ference. (And the wear and beauty of the stock-  
ing is in no way affected.) Buy them with con-  
fidence.

4-Thread Stockings  
Have Lisle  
Reinforced Foot  
and Heel  
—Downstairs at Ayres.

Attractive Dress Fashions Demand  
Perfect Fitting Slips!

"FRUIT of the LOOM"  
Rayon Satin or Rayon Crepe  
**SLIPS**  
**\$1.00**

Sizes 32 to 44!

Your prettiest fall dress will take  
on a more flattering look with  
the aid of the perfect fitting  
"Fruit of the Loom" slips. Choose  
several in Rayon Crepe or Ray-  
on Satin. Lace trimmed, tailored  
or embroidered styles, four-gore  
or bias cut. Colors in Tea Rose.  
—Downstairs at Ayres.