



## Beaver-tones

- Black!
- Wine!
- Timber Green!
- Brown!
- Sherry!
- Gold!
- Kelly!
- Red!
- Beige!

A luxurious fluffy finish that just spells Autumn. All the lovely fall colors you adore. Perfect for casual and sports wear. Wear it to the game, it's a perfect pick-me-up for jaded wardrobes.

**\$1.39**

—Downstairs at Ayres.

# AYRES DOWNSTAIRS STORE

"Jean Harper"\*

Provides the

## Basic Untrimmed DRESS COAT

For Your Fall and Winter Wardrobe

**\$17.95**

Sizes for Misses and Women!

Your basic untrimmed dress coat in 100% all wool. A coat that will form the backlog of your wardrobe. Warmly lined with quilted innerlining. Fashioned in luxurious twill with slash pockets, boxy style. Perfectly tailored in every detail to provide you with a perfect fit.

\* Sold Exclusively Downstairs at Ayres.



\$2.00

## Blouses

Classic Cottons and Rayon Multifilament Crepe

**79c to \$2.25**

Choose the classic cotton shirts at 79c, the chic bowling shirts cut full for added freedom, at \$1.49, rayon crepes at \$2, or the rich multifilament crepe in short or long sleeves at \$2.25. Colors in the group: White, Maize, Blue, Pink, Tan, Rose or Powder Blue. Sizes 32 to 40.



\$2.25



## Sweaters

**\$2.00**

Classic short sleeve alpaca and cardigans designed to make your life a little bit easier, a little more livable. Confetti colors come in Red, Baby Blue, Natural, Bottle Green, Baby Pink and Maize. Sizes 32 to 40 in the group.

## Skirts

**\$2.25**

Two "HIT" skirts of the season. No. 1—The popular "shortie" skirt in 4-ply rayon, gone or like pleat style, black or nut brown, 24 to 28. No. 2—The brilliant new trouser skirt, 4-ply rayon, styled with deep kick pleat and stitched seam, zipper placket. Black or Nut Brown. 24 to 30.

—Downstairs Sportswear Department.

## Exquisite Beauty for Legs, Irregulars of Full-Fashioned Chiffon Stockings



**79c Pr.**

3 and 4-thread weights in full fashioned chiffon stockings. Some styles are reinforced with lisle for longer wear. All are made by a famous manufacturer of women's hosiery. Sizes 8½ to 10½ in fall hosiery colors.

—Downstairs at Ayres.



## Beautiful Calf, Alligator and Rough Grains in These Simulated Leather HANDBAGS

**\$1.49**

Beautiful new styles in simulated leather handbags to accent and glorify your fall clothes. They're the large, roomy styles you love in under arm and top handle styles. Each bag has a handy inside zipper and coin purse. Choose charming colors in Red, Kelly Green, Antique Tan, Brown and Black. —Downstairs at Ayres.

## CORLISS STYLE SHOES

**\$3.00 and \$3.50**



Just arrived! Many new and exciting styles in those flattering new Corliiss style shoes. Chic versions you'll want from morning 'til night. Choose them in Gabardine, Suede, Calf and Kidskin. Novelty trims, elasticized pumps in open and closed toes, all heel heights.

Sold Exclusively Downstairs at Ayres.

## Two Very Important Fall Success FASHIONS

Designed to add charm and gracious living to every woman's life. Styled in the becoming princess lines you've learned to love, with shirred yoke backs and zipper front closing. Your choice of soft trapunto or rich looking soutache braid trim. Trim bracelet length sleeves.



**\$7.98**

Sizes 14 to 20 for Misses!

Trapunto trim, zipper front, jewel clip. Colors in Black, Blue or Gold. Sizes 14 to 20.



Soutache braid trim, zipper front, jewel clip. Colors in Black, Brown, Blue and Green. Sizes 14 to 20.



You'll Be Better Satisfied With Your New Dress. If It Fits Smoothly Over

"FRUIT of the LOOM"

Rayon Crepe Rayon Satin

## SLIPS

**\$1.39**

The perfect cut and fit of a flattering "Fruit of the Loom" slip helps to give a "better fit" to your new dresses. Bias and four-gore styles that are "made to fit." They're designed to fit every figure correctly. Choose them in rayon crepe, rayon satin in Tea Rose and White. Sizes 32 to 44.

—Downstairs at Ayres.

## Girls' Cotton BLOUSES

**79c**

Attractive white cotton blouses for girls. Tailored and dressy styles for every occasion. Sizes 7 to 12.

## Girls' Corduroy JUMPERS

**\$2.00**

Neat corduroy jumpers in button back styles with flare skirt. Wide wale corduroy in Green, Wine, Royal or Red. Square neckline. Sizes 7 to 14.



## Girls' COAT and LEGGIN' SETS

**\$12.98**

Girls' two-piece coat sets with matching leggings. Warm fleece in royal blue or wine. Velvet trimmed and velvet lined hood. Coat in double-breasted princess style. Pants have knit cuffs and zipper closing. Sizes 7 to 12.

—Downstairs at Ayres.



Presents the MIRACLE of

## Kabo NYLON

Kabo Nylon Girdles

**\$6.00**

SIZES 35 to 30!

You'll thrill to the sleek look and comfortable fit. You'll be amazed with the strength and wearing qualities. See these new girdles that accent and flatter your figure in its loveliest form.

NYLON BANDEAUX. \$2

—Downstairs Corset Department.



## Protection for Youthful Feet! "CHILD-FLEX" Children's SHOES

**\$1.89 PAIR**

The new improved welt method, heretofore impossible to attain by ordinary methods, makes Child-Flex Shoes better for your children. Child-Flex Shoes are made with the same lockstitch sole attaching seam featured in very expensive adult shoes. Get Child-Flex Shoes for your children. They're better.

SIZES 8½ to 12 B, C, D—12½ to 3 A to D

—Downstairs at Ayres.