

AYRES DOWNSTAIRS STORE



Juniors on the Alert
Choose Smart

"Smoothies"

Duration-wise fashion for budget-wise Juniors. Two little dresses—one picture pretty, the other pretty smooth—both pert and gay as a liltin melody, both designed to give you double service. The skirt can be worn with other blouses. In spun rayon. Sizes 9 to 15.

Left: Ric-rac trimmed top with six "pearl" buttons marching down the front. The skirt has a button placket, a front and back pleat. \$5.00

Right: Icy lace trimming on a soft casual top. The skirt is gored to a graceful swing. Black and brown.

\$5
SIZES
9 to 15!

Junior Deb Department
—Downstairs at AYRES.



Handbags Come Big!

These are the roomiest handbags you ever saw! They're in calf or alligator grain simulated leather, all with coin purses, and some with zipper pockets. Choose from soft pouch, casual under-arm or top-handle styles. In black, brown, turf, wine or red.

\$1.79

—Downstairs at AYRES.

For a Sheer Hosiery Thrill



RAYON BEMBERG HOSE

By "REALSILK"

Beautiful new stockings by "Real silk" made of fine bemberg rayon and prepared and finished with the famous Realtex process. They're more elastic with a permanent clinging fit, a dull lustre, a soft feel and more snag resistant. Full-fashioned, with reinforced toe and heel of fine Durene cotton. Sizes 8 1/2 to 10 1/2. Laundering Precautions: Allow all rayon hose to dry 24 to 48 hours.

—Downstairs at AYRES.

85c
PAIR

WE'RE OPEN

All Day Saturday

From 9:45 A. M. to 5:45 P. M.

New Winter Store Hours:

Mondays—12:15 P. M. to 8:45 P. M.
Tuesdays Thru Saturdays—9:45 A. M. to 5:45 P. M.

Store Closed All Day Labor Day—Mon., Sept. 7



Perfect and Casual
Are These

Tweed Coats

\$14.95

They're perfectly casual—and just the coats to wear to work or school—because they can be worn so beautifully, appropriately over slacks, suits or dresses. They're twed—with warmth and wear woven into every young and flattering line! They're in herringbone weaves, in your favorite "tweed colors," in fitted and boxy styles! Juniors and Misses sizes.

Left: Boxy style coat, especially right for suits; convertible neckline, slack pockets, four-button fastening.
Right: Trench coat style coat, gathered on a waistband, wide lapels, gently sloping shoulders, and two generous pockets.

—Coat Department, Downstairs at AYRES.

A New Hat Builds Morale

A Huge Selection Makes It Easy to Choose a Hat That Suits Your Fancy . . . Felts or Fabrics . . . Colors Galore . . . **\$2 up to \$5**

—Downstairs at AYRES.

Put Up a Brave Front!

DICKEYS

59c - \$1.00

Little false fronts that change you into a quick change artist and one costume into another in the twinkling of an eye! Choose from short types or long front and back styles. From round or V necklines. From rayon sharkskin, pique or rayon satin. From white, red, kelly green or turf.

—Downstairs at AYRES.



Step Into SUEDE

... and You Step Into FASHION!

Choose from 26 New Styles in Suede

CORLISS SHOES

\$3.50

Every hour of every day, step into suede—Fall's fashion favorite! Each of these 26 styles is just as smart as a whip, just as smooth fitting as a glove and soft as soft can be! Dressy elasticized, open toe, open heel pumps for after-five; tailored and spectator pumps for street—all with a little extra touch—suede ornaments—stitched or falle bows—smooth leather, patent or nail head trims—all in popular heel heights—in brown or black.

A. Black suede open back, open toe pump, suede ornament.
B. Low heel brown suede spectator pump, smooth leather trim.
C. Brown suede elasticized open toe, high heel pump, stitched bow.
D. Black high heel suede pump, elasticized open toe, falle bow.
E. Elasticized open toe, Cuban or high heel bows, black or brown.
F. Black or brown high heel pump, leather spectator pump, smooth leather trim.
G. Elasticized closed toe, patent leather trim.

—Downstairs at AYRES.

*Sport Ensembling
Made Easy*

Jackets

\$5.98

Charming and casual—trimly tailored all-wool flannel jacket for work or play. It is hip length and nicely fitted, with three patch pockets. Navy or brown. Sizes 12 to 18.



Skirts

\$3.00

With your jacket wear a matching all-wool flannel skirt. It has box pleats in front, an inverted pleat in back. Navy or brown. Sizes 24 to 32.

Blouses

\$2.25

Pretty and practical shirts of suede-rayon. They have pearl buttons, stitched pocket trimming, convertible collars. Green, red, white, maize and brown. Sizes 32 to 38.

Sportswear Department
—Downstairs at AYRES.