

AYRES DOWNSTAIRS STORE

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



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 liling 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. Brown and red.

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

\$5

SIZES 9 to 15!

—Junior Dept. Department, Downstairs at AYRES.



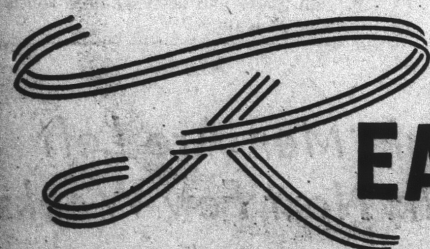
Handbags Come Big!

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 tophandle styles. In black, brown, turf, wine or red.

\$1.79

—Downstairs at AYRES.

For a Sheer Hosiery Thrill



TRY Irregulars of—

REALTEX

RAYON BEMBERG HOSE

By "REALSILK"

Beautiful new stockings by "Realsilk" made of fine bemberg rayon and prepared and finished with the famous Realex 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 8½ to 10½. Laundering Precaution: Allow all rayon hose to dry 24 to 48 hours.

85c PAIR

—Downstairs at AYRES.

A New Hat Builds Morale



Stitched Rayon velvet pike hat \$3

High Crown Casual with dash-ing quill \$3

Wide clas-sic brim \$3

Demure Off-Face Pompa-dour \$2

Manipulated Profile Brim \$2

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.

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 faile 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 spec-tator pump, smooth leather trim.
 C. Brown suede elasticized open toe high heel pump, stitched bow.
 D. Black high heel suede pump, elasticized open toe, faile bow.
 E. Elasticized open toe pump, nail head trim. Cuban or high heel. Black or brown.
 F. Black or brown high heel bump toe spectator pump, smooth leather trim.
 G. Elasticized black pump, closed toe, patent leather trim.
 —Downstairs at AYRES.



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, so appropriately over slacks, suits or dresses. They're tweed—with warmth and wear woven into every young and flattering line! They're in herring-bone weaves, in your favorite "tweed colors," in fitted and boxy styles! Junior and Misses sizes.

Sizes for Juniors and Misses!

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.

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.



Sport Ensembling Made Easy

Jackets

\$5.98

Charming and casual—trimly tailored all-wool flannel jacket for work or play. It's 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 suable 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.

