

AYRES DOWNSTAIRS STORE

"Sailor Beware!"

Saucy Fashion for Nautical Minded Juniors

Gay little button-up-the-front princess style, trim as a ship, but twice as pretty! With a pert sailor collar and contrasting angora wool trim! In lacy wool with a content of 50% wool, 45% rayon and 5% rabbit's hair.

Junior Deb Department, Downstairs at AYRES.

\$7.98



SIZES
9 to 15
for
Juniors

In Football Colors:
• **BLUE!**
• **AQUA!**
• **NATURAL!**

Your Fashion Star Will Shine in
Polished Leathers

As Exemplified In

CORLISS Exclusive Footwear



Pretty and polished leathers, tailored and dressy pumps—just the shoes you've been waiting to set foot in—they're so flattering and so cheerily all-purpose! They have bows, nail heads or fish net stitching for trimmings, military, Cuban or high heels. Choose black or tan, but choose polished leather!

Shoe Department, Downstairs at AYRES.

\$3.50

FOR A SHEER HOSIERY THRILL



Irregulars of

REALTEX Rayon Bemberg Stockings

—By "REALSILK" MILLS—

Beautiful and fine rayon Bemberg stockings prepared and finished by the famous Realtex process. They're more elastic, with a permanent clinging fit, a dull lustre, a superbly soft feel and more snag resistance! Full-fashioned, with reinforced toe and heel of fine Durene cotton. Sizes 8 1/2 to 10 1/2.

Laundering Precaution: Allow all rayon hose to dry 24 to 48 hours.

Hosiery Department, Downstairs at AYRES

85c
PAIR



**HIGH
WIDE and
Handsome**

\$3

Hats — high, wide and handsome — that beautifully offset the new slender silhouette. They are elegant, poised and proud — sure to be the hearts of the women who wear them. We sketch just three from our new Fall collection.

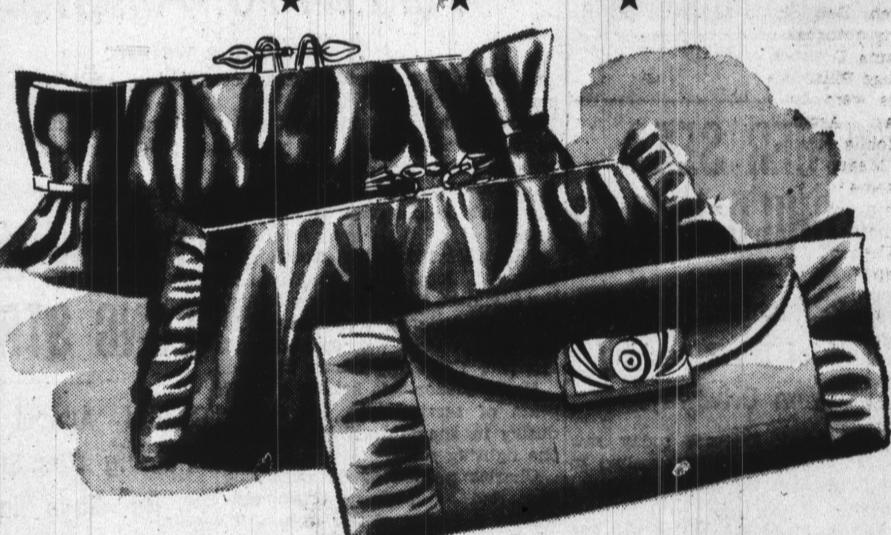
Millinery Department, Downstairs at AYRES.



Beautiful, Dutiful Casual COATS In Tweed and Fleece

\$17.95

SIZES 12 to 20!



Soft, Shirred Handbags That Go Everywhere . . . With Everything

These are the roomiest handbags you ever saw, and the most adaptable to any costume, any occasion! There are pouch, underarm and tophandle styles in simulated leather—calf, alligator grain and patent — with amber, crystal or wooden clasps. Some have zippers, all have mirrors and coin purses. In black, brown, red, turquoise, green and wine. —Handbag Department, Downstairs at AYRES

\$1.79

Dear to the Hearts of High School Girls

Skirts and Sweaters

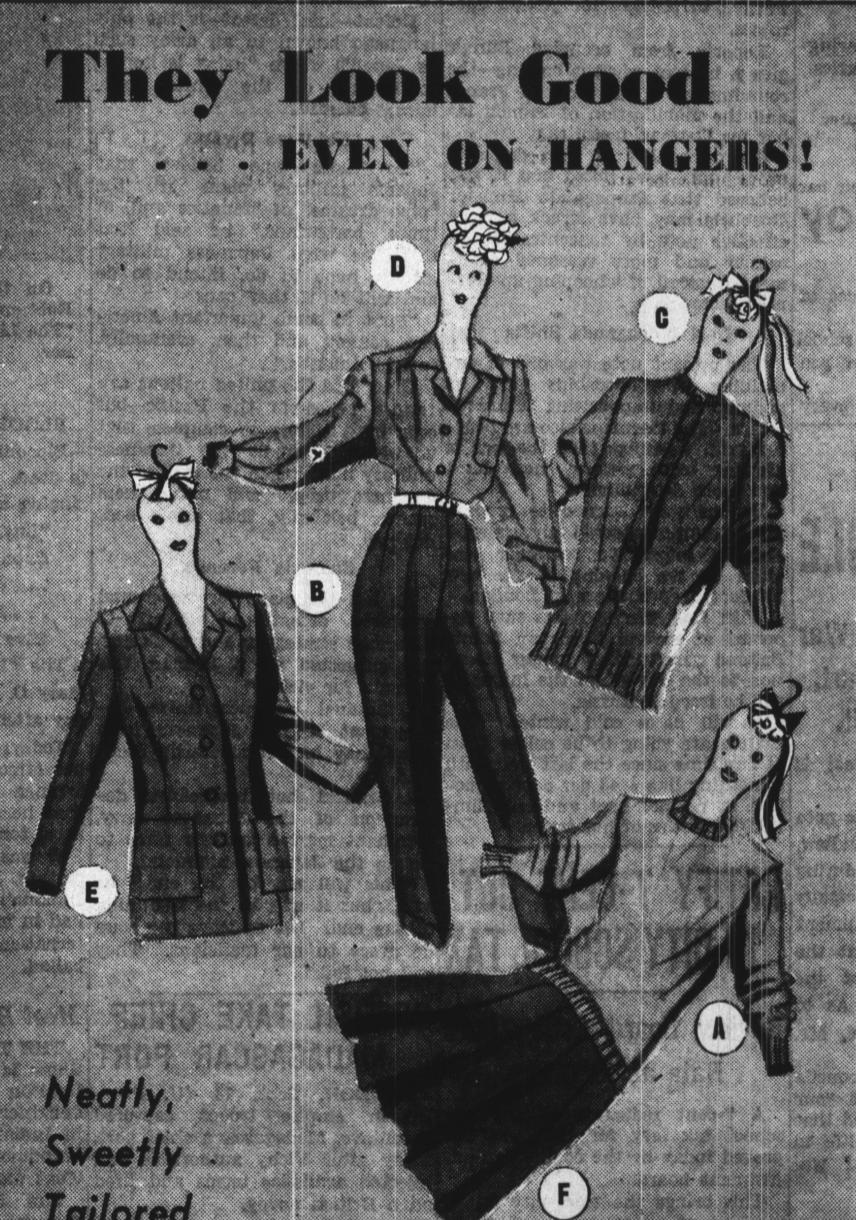
SKIRTS . . . \$3.00

They're flannel, and pertly pleated all around. Choose from navy, brown, green or red, sizes 10 to 16.

SWEATERS . . . \$2.25

They're your beloved long sleeved, all wool cardigans with grosgrain ribbon trim, pearl button fastening. Choose from beige, light green, pink, navy, brown and dark green. Sizes 11 to 17.

—Youth Center, Downstairs at AYRES



Sports Clothes

And they'll look wonderful on YOU! They're the Classics—the sound investment fashions, made to last, made to live in, work in, play in, this year and for several years hereafter. They are finely tailored of sturdy fabrics, priced to support your budget.

(A.) Boxy Slip-on Sweater. All-wool classic with long sleeves. Red, brown, blue, sun yellow, pineleaf green, navy and beige. Sizes 34 to 40. **\$2.25**

(B.) Flannel Slacks. In an all-wool fabric. Brown or navy. Sizes 12 to 18. **\$3.98**

(C.) Boxy Cardigan. All-wool. Pink, blue, brown, red, sun yellow and beige. Sizes 34 to 40. **\$2.25**

(D.) Classic Shirt. Tailored of "Glen-Rio," a spun rayon fabric. Long sleeves. Kelly green, gold and brown. Sizes 32-38. **\$2.25**

(E.) Classic Jackets. In a 75% wool content. Perfect with skirts or slacks. Brown, navy and red. Sizes 12 to 18. **\$3.98**

(F.) Flannel Shirts. Classic styles. Black, brown or navy. Sizes 24 to 32. **\$3.00**

Sportswear Department, Downstairs at AYRES