

# AYRES DOWNSTAIRS STORE

YOUR . . .  
 "Borrowed From Brother"  
 . . . Casual Coat  
 Makes You Look More Feminine Than Ever!

**\$29.95**

Advertised In:  
 • VOGUE  
 • CHARM  
 • GLAMOUR

"Borrowed from Brother" is a man's coat . . . styled for women . . . casual, easy-fitting and distinguished! It is expertly man-tailored in fine men's wear fleeces, with precision inner construction and is full-lined with Earl-Glo rayon satin. Velvet collar, rounded or peak lapels, diagonal pockets, vent back. A perfect over-your-suit coat. Brown, grey, blue, black. Sizes 12 to 20.

Exclusive  
 With AYRES'  
 Downstairs  
 Store



Exciting New Lumber Jack  
 Weskit Suits

**\$8.98**

Something new in weskit suits for you . . . with the colorful glamour of the north woods. The lumber jack top is plaid in front and plain in back . . . the skirt has kick pleats front and back. In virgin wool shetland; brown, green, red, purple; sizes 12 to 18.

Long-Sleeve Rayon Crepe Blouse, \$3.98  
 Jewelry neckline; white only; sizes 32 to 38.

—Sportswear, Downstairs at AYRES.



New Look for Juniors!  
 The Peplum Dress

**\$12.95**

Slim youth looks slimmer in this important new junior fashion! The pleated peplum breaks long contour lines with a pleasing flare . . . while the turn-back cuffs and collar, in contrasting color, are fine dressmaker details. A very special dress for that very special date. In black rayon crepe; sizes 9 to 15.

—Junior-Deb Shop, Downstairs at AYRES.



Known and  
 Loved  
 Throughout  
 America!

**\$2.25**

Rayon Crepe Slips

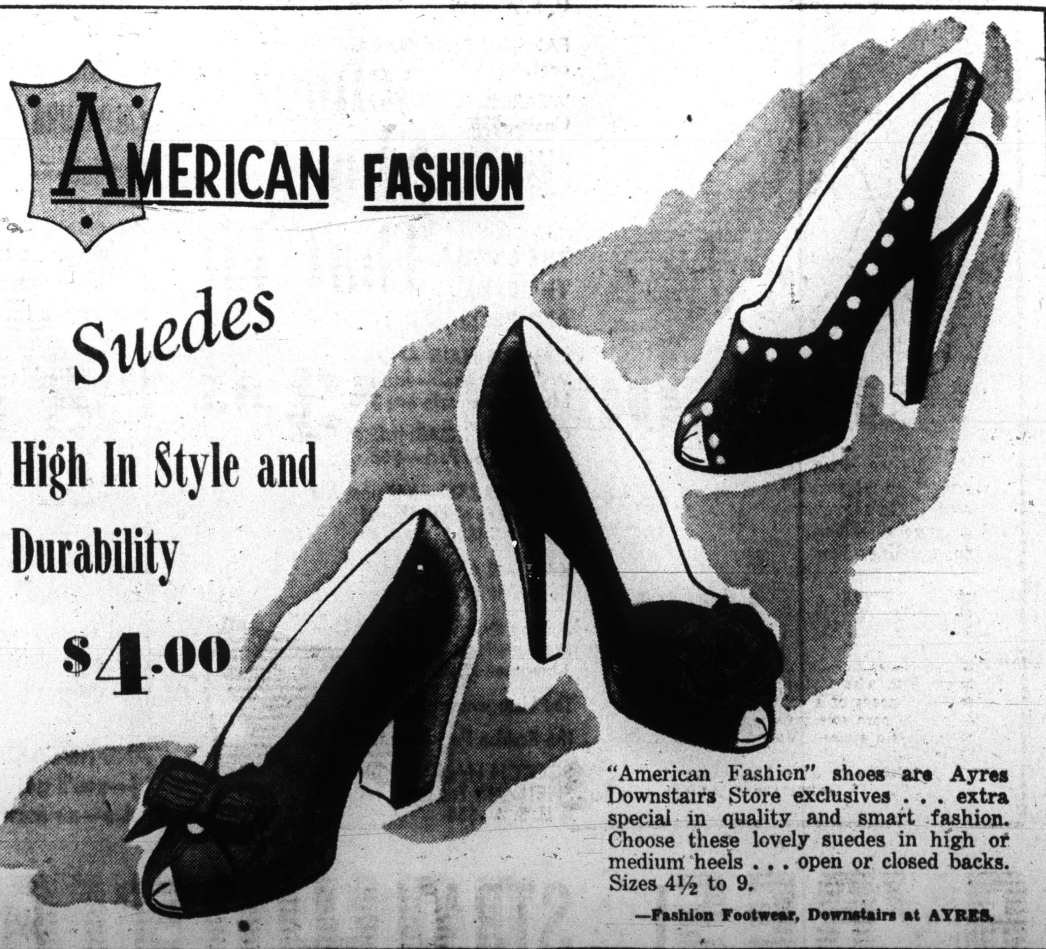
Lovely rayon crepe slip with a Hollywood V-front and back, molded bias bustline, straight-cut body with fitted bias sides. Every seam is strengthened by reinforced stitching, every strap securely anchored. Teal-rose and white. Sizes 36 to 44 in the group.

—Lingerie, Downstairs at AYRES.

**AMERICAN FASHION**

Suedes  
 High In Style and  
 Durability

**\$4.00**



"American Fashion" shoes are Ayres Downstairs Store exclusives . . . extra special in quality and smart fashion. Choose these lovely suedes in high or medium heels . . . open or closed backs. Sizes 4 1/2 to 9.

—Fashion Footwear, Downstairs at AYRES.



Sheer Beauty for Fall and You

Irregulars of  
**Sheermode**

Proportioned-Fit STOCKINGS

**85¢ and 95¢**

These are the stockings that fit! Now you can say goodbye to wrinkles at the ankles, twisting seams, incorrect lengths! With lovely, sheer Sheermode rayon stockings. Choice of lovely new Fall shades.

—Hosiery Department, Downstairs at AYRES.



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