

# AYRES DOWNSTAIRS STORE



For You!...A Turban  
That IS a Turban!

**\$3.00**

New fall turbans are really HATS... with new soft draping of rich, new fabrics... with a build-up that reaches new heights of flattery. Choose from a huge assortment, in the color that "goes with" whatever you're wearing!

—Millinery, Downstairs at AYRES.

The Best "Buy" for YOU!

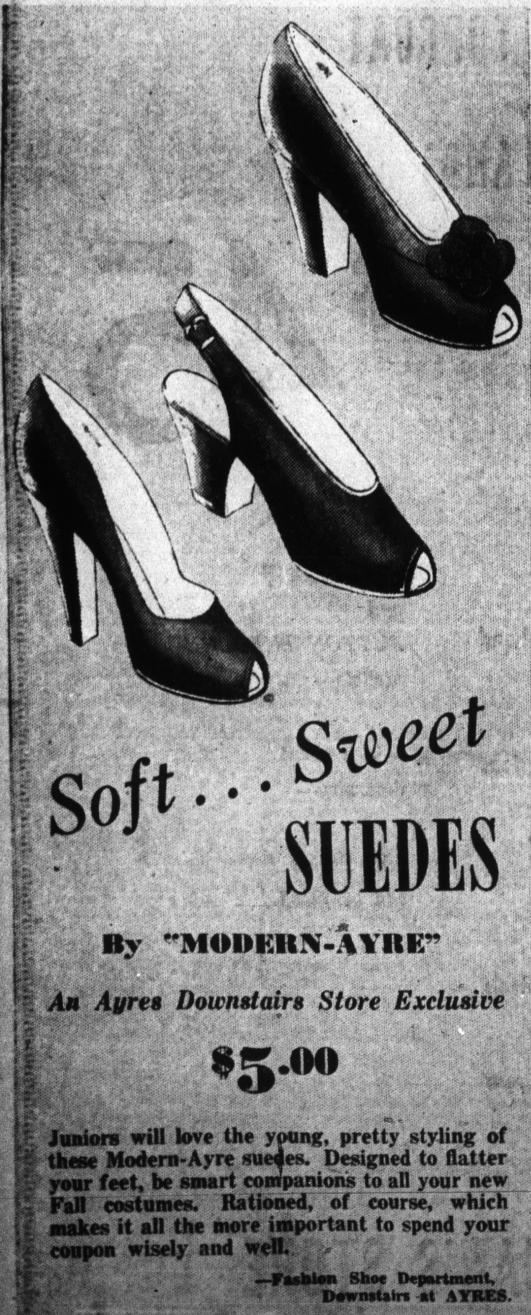
**REALSILK  
SHEER STOCKINGS**

(Irregulars) **79¢ PAIR**

You owe yourself the leg flattery of REAL-SILK stockings... so sheer and beautifully woven... and protected at every danger-point by the famous Real silk Beauty Guards!

• Grade Dura Foot!  
• No-Hole Hem!  
• Service-Tested Toe!  
• One-Way Run-Stop!  
• All-Over Heel Guard!

—Downstairs at AYRES.



Soft... Sweet  
SUEDES

By "MODERN-AYRE"

An Ayres Downstairs Store Exclusive

**\$5.00**

Juniors will love the young, pretty styling of these Modern-Ayre suedes. Designed to flatter your feet, be smart companions to all your new Fall costumes. Rationed, of course, which makes it all the more important to spend your coupon wisely and well.

—Fashion Shoe Department,  
Downstairs at AYRES.

## YOUTH

*Steals the Scene*  
... In Fashions From Our  
Complete Store On One Floor!

Ayres' Downstairs Store is a young store... known to many generations of young... as the COMPLETE store on one floor for every member of the family! Yes! We're specialists. We specialize in types and sizes suitable for every one of our customers. But we take special pride in our wonderful, wonderful fashions for the YOUNG... and the young at HEART! We have HUGE ASSORTMENTS of sparkling, sprightly fashions for men and women... boys and girls... in the QUALITY that endures... at prices you want to pay!

**A.** A charmer in wool plaid with sleeves and bodice in red or green jersey; sizes 9 to 15.

**C.** Full-skirted pin-wale corduroy casual with big patch pockets! In blue, green, red, grey. Sizes 9 to 15.

**B.** Button-back dress in frost-point with velvet arrow trim. Sizes 9 to 15, in grey.

**D.** A suit dress trimmed with trapunto design; beige, white, blue, green; sizes 9 to 15.



## Action Dresses!

For Juniors ON THE GO!

**\$10.95**

Juniors on the go! Going to the game! Going to work! Going to school! Going on a date! Everywhere they go they need a gay, light-hearted dress to match their bubbling energy! They need dresses from our huge assortment... in colorful wools, carefree corduroys, and twills that can take it!... dresses to take them around the clock! Sizes 9 to 15.

Other Dresses at \$5, \$8.95, \$12.95, \$15 and \$16.95

—Junior-Deb Dresses, Downstairs at AYRES.

## A Weskit Suit... Does

Double-Duty for Double-Duty Living

**\$8.98**

War-time living is double-duty living... and calls for clothes that can double their practicability—yet retain their fashion-rightness! A weskit suit "fills the bill!" This plaid-trimmed blazer jacket can be worn with slacks and other skirts! The full pleated plaid skirt is adorable with blouses and sweaters! In green, brown or blue. Sizes 12 to 18.

**"FRUIT of the LOOM" Shirt** **\$3**

Rayon crepe shirt with convertible neckline, short sleeves, action back. Blue, pink or white; sizes 32 to 38. —Sportswear, Downstairs at AYRES.



## Casual Coats...

Keyed to a Junior's Busy Life!

**\$21.95**

From our brilliant fall collection, we sketch just two coats that will draw admiring glances from the people that "count" ... at the places where Juniors go! Expertly tailored in cloud-soft, warm fabrics... with young lines... an easy-to-wear look... and a perfectly wonderful stanchness! Chesterfields, boy coats, wraparounds, refiners. In sizes 9 to 15.

—Junior-Deb Coats, Downstairs at AYRES.

