

L. S. Ayres & Co. FRanklin 4411



Young Fashions for Young Budgets

In Rich Colors . . . Crisp Fabrics

8.95 to 12.95

Gay, rustling taffetas . . . crisp moires and failles! These are the fabrics Collegiennes love for "little" evenings . . . important afternoons! We've an exciting assortment in new autumn colors—at prices that pamper your budget!

- A. Black, blue, gray or green rayon faille. 8.95
- B. Black or green rayon taffeta. 12.95
- C. Black, blue, green or grey rayon faille. 8.95
- D. Green or brown rayon moire. 10.95

Collegienne Sizes 9 to 15

Ayres' Collegienne Shop, Second Floor

Hats . . .

Perky, pretty . . . and oh, so becoming!

7.95 and 8.95

Gay little felts in a wide assortment of styles and colors . . . all prettily trimmed with veils or feathers or a gleaming clip . . . all designed to add the final touch of glamour to your prettiest dress!

Ayres' Millinery, Third Floor

Another Ayres' Service,
Ask our consultant to
solve any hosiery
problem.



How Pretty Are the
New Fall Shades of Our

Felice
Full-Fashioned Nylons

1.55

Soft toned, flattering colors to blend smoothly with all the shades in your autumn wardrobe! Ash—a greyish beige; Rosewood—a warm, medium beige; Willow—a neutral taupe. All in 30 denier, 51 gauge nylons. Sizes 8 1/2 to 10 1/2.

Ayres' Hosiery, Street Floor



Dayne Taylor Exclusives!

6.95 and 7.95

Sky-high heels, mid-way heels . . . ankle straps, instep straps or pumps! You'll find the newest and the prettiest in our Dayne Taylor collection . . . important shoe fashions . . . a practical price!

- A. Black or brown calf. 7.95
- B. Black suede only. 6.95
- C. Black suede. 6.95
- D. Black or brown suede. 7.95

Ayres' Debonayre Shoes, Second Floor

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