



Young . . . and so becoming!

10.95

Our brisk and beguiling little bumper brim . . . in a wardrobe-wide range of colors. You'll love the way it fits down snugly on your head . . . you'll like its new, neat look with your winter coat. Black, brown, navy, Continental green, coffee and grey felt with contrasting ribbon band.

Ayres' Millinery, Third Floor



Fashion-Bright . . .
Budget-Wise . . .
Practically Perfect! . . .

Our Dayne Taylor Exclusives

6.95 7.95

These are the shoes that are being seen on the busiest young feet in town! Neat and dainty . . . pretty as can be . . . in the newest styles, in suede and calf, in a suit-yourself choice of heel heights.

Ayres' Dayne Taylor Shoes, Second Floor

A. Black suede only, 6.95
B. Black or brown calf, 7.95
C. Black, brown or blue suede, 6.95

Minimum in price and size . . .
Maximum in fashion and effect!

Our pretty pouch

5.00*

Small and sleek . . . this rayon fallico handbag by Gary. Black, brown or navy . . . highlighted by a gleaming gold-bright frame.

*Plus 20% Tax

Ayres' Handbags, Street Floor



Don't be a "spec" chaser!

Wear Spec-Bands

. . . and end that maddening hunt for glasses!

1.00

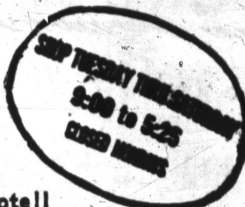
Newest accessory for "spec" wearers . . . smart at home, at work, at play . . . and such a convenience! Hollow rubber tubes hold your glasses firmly . . . the band keeps them safely and conveniently around your neck. Navy, black, brown or gray grosgrain ribbon; narrow cord in black only.

Ayres' Costume Jewelry, Street Floor



L. S. Ayres & Co. FRANKLIN 4411

Make a note . . . Be sure to vote!



Backbone of Your Winter Wardrobe!

All-Wool Jersey!

Winter indispensable — this wonderfully wearable, warm and colorful wool jersey dress that takes you gayly through your very busiest days! One- and two-piece styles in colors to brighten the dreariest winter days!

A. Two-piece dress with contrasting striped top. Sizes 12 to 18. 24.95

B. One-piece, two-tone coat dress. Sizes 14 1/2 to 22 1/2. 18.95

Ayres' Meridian Shops, Second Floor



Pet of Your Separates Wardrobe!

The Velveteen Skirt

8.98

To wear for many occasions . . . "change face" with many blouses! Twill backed velveteen made with two pag pockets, soft front fullness falling from an unpressed pleat. Black, grey, dark green. Misses' sizes.

Ayres' Sportswear Accessories, Third Floor



Reg. U. S. Pat. Off.

Top Your Skirt With a

Rhinestone Studded

Blouse

5.98

Something new has been added to cotton!

Tiny, sparkling rhinestones that glitter gayly on a quilted yoke and cuffs!

Washable cotton broadcloth in white only.

Sizes 32 to 38.

Ayres' Blouses, Third Floor

