



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



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.

A. Black suede only, 6.95

B. Black or brown calf, 7.95

C. Black, brown or blue suede, 8.95

Ayres' Debonayre Shoes, Second Floor

Minimum in price and size . . .

Maximum in fashion and effect!

Our pretty pouch

5.00*

Small and sleek... this rayon fabric
handbag by Garey. 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!

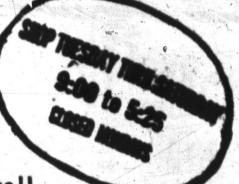
1.00

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
grey grosgrain ribbon; narrow
cord in black only.

Ayres' Costume Jewelry, Street Floor



L. S. Ayres & Co. FRanklin 4411



Make a note... Be sure to votell

Backbone of Your Winter Wardrobe!

All-Wool Jersey!

Winter indispensable — The 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 day!

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

B. One-piece, two-tone coat dress.
Sizes 14½ to 22½. 18.95

Ayres' Meridian Shops, Second Floor



Pet of Your Separates Wardrobe!

The Velveteen Skirt

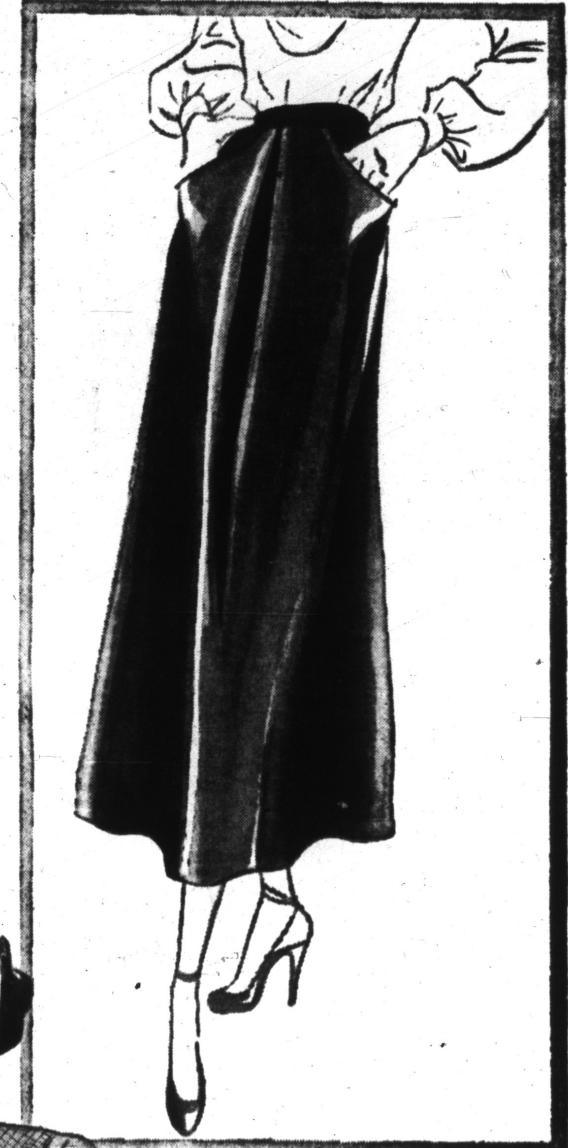
8.98

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

Ayres' Sportswear Accessories, Third Floor

*Ayres' Patent
Velveteen
Velveteen
Velveteen*

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
gaily or a quilted yoke and cuffs!

Washable cotton broadcloth in white only.

Sizes 32 to 38.

Ayres' Blouses, Third Floor



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