

AYRES' DOWNSTAIRS STORE

CLOSED MONDAYS
SHOP TUESDAY THRU SATURDAY
9:00 TO 5:25

Value-Wise Saturday Specials From Your One Floor Fashion Store—

Specials in New Fall Coats and Dresses

Special Group 1,479 DRESSES

ALL NEW FALL STYLES

\$5⁹⁸

- ★ Rayon Failles
- ★ Rayon Crepes
- ★ Wools and Rayon
- ★ Rayon Taffetas
- ★ Rayon Frost Points

Juniors' 9 to 15
Misses' 12 to 20
Half Sizes 16½ to 24½,
46 to 52

Casuals! Afternoon
Basics! Dressy!

Colors of
Wine Green Brown
Black Grey Blue
Plaid Combinations

Frostpoint Grey
Sizes 12 to 18.

Duce Dot Rayon
Cape, sizes 16½
to 24½. Wine,
Green, Grey and
Black in group.

FASHION DRESSES, Downstairs at AYRES'

High Fashion . . . Low Price

PROFILE BERET

BLACK BROWN
NAVY GREY
WINE

3⁹⁸

"One sided dip . . . all sided appeal!"
Profile charmer . . . this felt beret with
chic celtic fringe in head sizes 22
and 23. Expertly made, designed to
flatter, perfect for wear with
your dressier clothes, priced
to please you. Only 3.98.

MILLINERY,
Downstairs at AYRES'



For School! For Play! For Careers! For Home!

Rayon Pebble Crepe SHIRTS

Classic Styling! Full Cut! Washable!

Beautifully tailored by "Terry Lee," these
lovely pebble crepe shirts are perfect to
round out your fall and winter wardrobe.
Featuring pear-like button trim! Short
sleeves with cuffs! Double needle seams!
Fast color and so sudsable! You'll love these
rainbow colors . . . WHITE! PINK! BLUE
AQUA! Sizes 32 to 38.

1³⁹

Flattering Fall Favorite in Flannel!

All Wool Tailored SKIRTS

Mix and Match with Your Shirts and Sweaters!

Soft all-wool flannel skirts tailored right,
priced right! Style sketched . . . inverted
front pleat with button trim, back zipper
closing, novelty belt detail. Others designed
with 4-gore semi-flare classic skirt with side
zipper closing. KELLY! RED! DARK GREEN!
BLACK! BROWN! Also men's wear in a
rayon crease resistant fabric in grey. Sizes
24 to 30. SPORTSWEAR, Downstairs at AYRES'

2⁹⁸

Sale New Winter COATS

Latest Styling! Warm Fabrics!

\$18

- ★ All-Wool Tweeds
- ★ All-Wool Coverts
- ★ Wool and Rayon Gabardines

Misses' 10 to 18
Women's 38 to 44
Half Sizes 16½ to 24½

Tweeds in Brown, Grey
Gabardine in Green,
Black, Brown
Coverts in Grey, Green, Wine,
Brown, Black

Not All Colors and Fabrics in
Every Size. But a Wonderful
Selection from Which to
Choose!

WOMEN'S COATS,
Downstairs at AYRES'

NEW! DIFFERENT!

California Hand-Laced

MOCCASINS

3⁹⁹

For School! For Sports! For Play!

Here's the latest, newest style in moccasins
fashioned by "Podas" of California.
Soft, supple, smooth leather in RED,
BROWN and GREEN. And suede in
RED only . . . all highlighted with gay
Indian design in a jewel trim and white
hand lacing! Comfortable, wonderful,
cushiony Sure-Step rubber soles! You'll
want several pairs of these eye-catching
moccasins . . . so fashion-right . . . so
budget-right. Sizes 4 to 9.

WOMEN'S SHOES,
Downstairs at AYRES'



Budget-Priced
Fall Accessories!

Elegant HANDBAGS

Simulated Calf! Newest Style

All the fashion appeal of a much higher
priced bag is yours for only \$2. These
handsome simulated calf bags come in
boxy or pouch styles ALL with lovely ray-
on lining. BLACK! BROWN! DARK
GREEN! DARK RED!

\$2⁰⁰
Plus tax

Sueded Rayon Fabric GLOVES

Smooth-Fitting! Washable!

Expertly tailored sueded rayon fabric
gloves styled with an eye-catching
ruffled cuff. Snug fitting, fashion-right.
BLACK! BROWN! and many colors.

\$1⁰⁰

Pure Silk Print SQUARES

Cravenetted for Water Repellancy

Gay, pure silk print scarves, 33
inches square! Fall assortment of
colors and new patterns.

1⁵⁹

ACCESSORIES, Downstairs at AYRES'