

NOVEMBER SALE! DOWNSTAIRS AT AYRES



Filmy Silk LINGERIE

With Lovely Embroidery
or Lace Trimming

SALE
PRICED!

\$1

Buy for
Christmas
Gifts!

We believe that you will "gladly buy in November to save in December!" That's why we offer this extraordinary SALE of delectable panties, chemise and dance sets—so acceptable as Christmas gifts! They are made of lovely French finished silk crepes—trimmed with gorgeous laces or embroidery—and most of them are bias-cut to insure the absence of wrinkles under fitted frocks. A heavenly assortment to choose from.

—Downstairs at Ayres.

Broadcloth Slips

In Dark Colors

And light colors, too.
Pink, white, navy and black.
Made from exceptionally
good quality broadcloth.
Built-up shoulders, with
bodice top. Hip pleats.
Length, good and long, with
3-inch hem. Sizes from 36
to 52.

89c
EACH

—Downstairs at Ayres.

Chardisheen Slips

47-Inches Long

Long wearing slips with
adjustable shoulder straps
and California or straight
lace tops. Tailored in both
styles. Colors are tea rose
and flesh, and a few in navy
and black. Seconds, but ex-
ceptional values.

88c
EACH

—Downstairs at Ayres.

Outing Gowns

So Soft and Warm

You can face any kind of
weather in these warm and
fleecy outing flannel gowns.
Long sleeved with V or high
neck. Plain, peach and
flesh or striped colors.
Double yoke. Sizes 16 to 17.
Seconds.

69c
EACH

—Downstairs at Ayres.

Wear "Cuddles"

Panties and Vests

Fit snug and without a
ripple. Warm and comfort-
able, but light in weight. In
cotton and rayon mixed
yarns. Elastic waistband.
Flesh color only. Small, me-
dium and large sizes. Ideal
for outdoor sports. Irregu-
lars.

29c
EACH

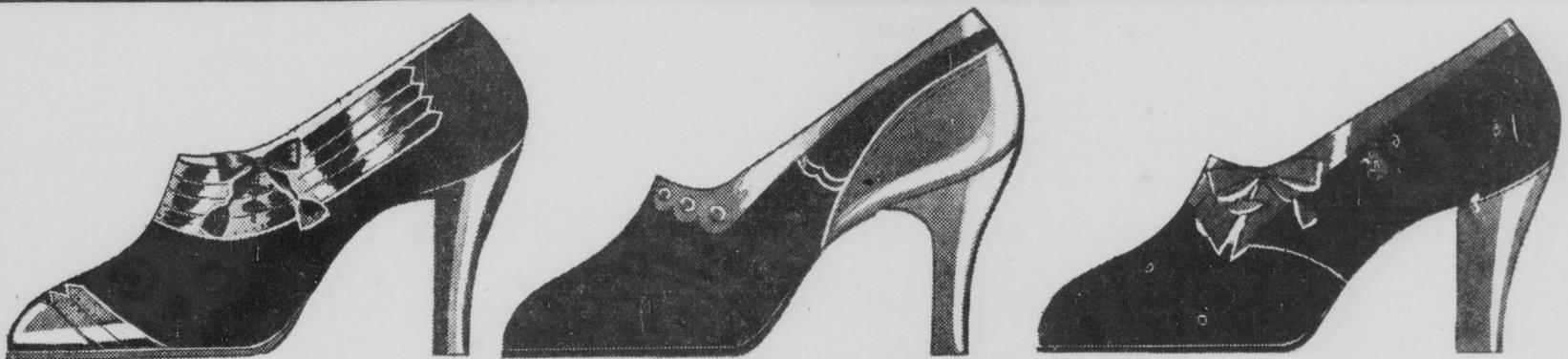
—Downstairs at Ayres.

Ayres' Downstairs Store Is Proud of Its Outlet for "Seconds"

A YRES' Downstairs Store often features merchandise classified as "seconds" or "irregulars." We are proud of their record of savings for consumers . . . savings of thousands of dollars in purchases of fine branded goods, dependable and worthy in every way, though labeled "seconds."

Accidents in mechanical manufacture will always exact a toll of slight damage which does not impair quality or wearability, or even (in most cases) appearance. Our famous "Real Silk" Hosiery irregulars illustrate this very well.

We sell "seconds" and "irregulars" openly—with painstaking care to mark each article plainly—with every protection to the customer, so that she buys with her "eyes wide open." We select so carefully that no merchandise will be sold by this great store, which is in any way unworthy of an honored name.



You Save Enough to Buy 2 Pairs of Hose!

Sale! Smart Suede Shoes

—All Suede!

—Suede-and-Kid!

—Suede-and-Patent!

—Suede-and-Reptile!

REDUCED TO
\$2.95 Pair

Tomorrow the price "steps down" on our suede shoes! The saving is great enough to allow you 2 pairs of new hose. They're "fashion" shoes—styled right up to the minute, and can be worn for all occasions. Made from high grade leathers. Match up your costume with a new pair of suede shoes in either black or brown—pumps, straps, oxfords or ties. Sizes 3 to 9, lasts AAA to C.

"American Girl" Shoes, \$4.29

You know their wearing qualities! You know their regular price—and you know this sale price represents an enormous saving! Oxfords, straps, ties and pumps. Black or brown. Sizes 3 to 10, lasts AAAA to EEE.

—Downstairs at Ayres.

This November Sale of

"KABO"

GIRDLE BRASSIERES

Offers Expert
"Curve Control" for
Very Little Money!

\$2.89

This "Kabo" foundation garment
will make an inexpensive dress fit like
"a million dollars!" Try it—see for
yourself. It is a side-lace type with
no elastic over the hips. Sizes 38 to 50.

Hip-Length Girdles, \$1.69

Side closing, semi-stepin styles in 14 or 16-
inch lengths; some have two-way stretch
backs. Brocades and plain batistes.

—Downstairs at Ayres.



You Save Enough to Buy Hat and Gloves!

Sale of New Wool Dresses

Brand New Ones!

\$3.95

- Wool Crepes
- Rabbits Hair
- Wool Plaids
- Knitted Looking Woolens
- Angora Woolens
- Wool Tweeds

More of those extraordinary new wool dresses have just arrived for Wednesday choosing. They are the sort of dresses that stand by you through a hard, cold winter. These are youthful looking "woolies" with that "expensive" tailored look you find only in higher priced dresses. The colors are gay and merry and add a note of "sparkle" under your dark winter coat. Hurry down early and pick your favorite wool! They've been going like hot cakes the last few days! Sizes for misses, women and juniors.

Blues
Greens
Blacks
Reds
Browns
Contrasts

Other Dresses in Our
November Sale, \$6.45

—Downstairs at Ayres.



AYRES ★ DOWNSTAIRS ★ STORE