

# 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 exceptional 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 comfortable, but light in weight. In cotton and rayon mixed yarns. Elastic waistband. Flesh color only. Small, medium and large sizes. Ideal for outdoor sports. Irregulars.

**29c**  
EACH

—Downstairs at Ayres.

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

AYRES' 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-Patent!  
—Suede-and-Kid! —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-step-in 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 Reds  
Blacks Browns  
Contrasts

Other Dresses in Our  
November Sale, \$6.45

—Downstairs at Ayres.



# AYRES ★ DOWNSTAIRS ★ STORE