

# NOVEMBER SALE! DOWNSTAIRS AT AYRES



Ayres'  
Downstairs  
Store...  
Where Fashionable  
Things Are  
Less  
Expensive

Upper Left: Slenderizing coat style dress in black Canton, relieved by contrasting white at neckline. \$6.45.

Upper Right: A heavy sheer frock in Burgundy—generously trimmed with beautiful embroidery. Slenderizing! \$9.75.

Lower Left: Wide shoulders make hips appear slender! Try this Rust colored Canton with white trim. \$9.75.

Lower Right: Another frock which depends upon wide shoulders and a neutral taupe to slenderize you. \$9.75.

**If You Wear Size 36 to 50!**

Hurry to Ayres' Downstairs Store for

## Women's Frocks

November Sale Priced!

# \$6.45 \$9.75

Our Woman's frocks do not create an optical illusion when you try them on... they're merely the proper frock hand picked by our buyer for sizes 36 to 50 exclusively. They remove inches from the width and add them to the height. They have a genius for making plump arms look slim and heavy hips look slender. Don't let the "middle ages" get you. Stay youthful with the aid of these flattering dress fashions bargain PRICED in our November Sale.

- High Necklines
- Contrasts
- Plenty of Blacks
- Trimmed with White

- Cantons
- Crepes
- Failles
- Ribbed Silks

—Downstairs at Ayres.

## Washed Air

Adds to Downstairs  
Shopping Comfort!

EVERY cubic foot of air that enters the Downstairs Store and street floor at Ayres' is washed, purified, and then either cooled or heated before you breathe it. A complete change of air every 7½ minutes!

No matter how great the crowds—there is none of that thick, muggy, dull air that gives so many people "shopper's headache!" (And Downstairs Store prices keep "shopper's headache" away, too!)

## November Sale—Irrregulars of FAMOUS NAME HOSE

FEATURING THE EXCLUSIVE

### PERSONAL-FIT-TOP 2 Pairs \$1.25

Because these hose are not strictly first quality, we can't advertise the maker's name... but to see them is to KNOW! No other stocking has this marvelous new top... which conforms PERFECTLY to the size and shape of the leg. It stretches easily to a full out-size—it stretches up-and-down as well as across—it stretches only as the leg requires... with NO strain or binding on the rest of the hose! Tomorrow at a very special, low price. Sizes 8½ to 10.

- CHIFFON Weight
- MEDIUM SERVICE Weight
- FULL FASHIONED

- SILK from TOP to TOE
- "Famous Name" QUALITY
- Wanted Fall Colors

—Downstairs at Ayres.



## Sale of Everything for Brand New Babies

of Quality That's "Fit for a King"

At **29¢**

Double breasted cotton and rayon long sleeved shirts. Sizes 2 to 4.  
Tie-On cotton and rayon binders. 12½% wool.  
Slight irregulars in white part wool hose. Sizes 4 to 6½.  
Nainsook gertrudes with scalloped neckline and hem.  
Heavy cotton receiving blanket, pink or blue combined with white.  
Outing gowns or kimonos, white with pink or blue trimming.

At **59¢**

Nainsook embroidered walking dresses in pastel shades. Sizes 1 to 3.  
Wool slipover sweaters. Round or V-neck. Pink, blue or white.  
Appliqued trimmed wrapping blankets. Pink or blue with white.  
Hand finished Nainsook dresses. Raglan sleeves.  
Cotton and wool double breasted shirts. Long sleeves. Sizes 2 to 6.  
Chinchilla berets in white, pink or blue. Washable.

At **98¢**

Wool and rayon carriage or basinet covers, heavy and warm.  
Button down front Baby Bunting with hood attached.  
Coat or slipover sweaters in wool or wool and rayon.  
Heavy wrapping blankets, size 36x50 with bound edges.  
Hand made Nainsook dresses with set-in sleeves. Fancy embroidered.  
Sweater, cap and bootie sets of all-wool. White trimmed with pink or blue.

## 54-Piece Layette, Complete for \$8

- 3 Shirts
- 3 Bands
- 2 Gowns
- 2 Kimonos
- 2 Gertrudes
- 2 Dresses
- 3 Pr. Hose
- 24 Diapers
- 2 Receiving Blankets
- 1 Soap

- 1 Powder
- 1 Q Tips
- 1 Sweater
- 1 Cap
- 3 Booties
- 1 Wrapping Blanket
- 1 Pr. Rubber Pants
- 1 Rubber Sheet

—Downstairs at Ayres.



For Sports—Shopping  
—Business Wear!

### KNITTED Angor-ette Frocks

# \$1.79

Here's the practical dress for general daytime wear. They are especially fine for these cold winter days. This group contains a fine assortment of favorite styles and colors. Rounded necklines, ascot tie, wide shoulders. Tapering and cartridge sleeves. All belted, with metal buckles and button trims. Sizes from 14 to 20. P. S. "It's smart if it has a knitted look."

- BLACK
- BLUE
- GREEN
- WINE
- RUST

—Downstairs at Ayres.

More Than an "Arch Support Shoe" ...  
More Than a "Style" Shoe ... Our

## American Girl SILHOU-WELT SHOES

... Offers Everything That a  
GOOD Shoe Should Have!

# \$4.29

In Our  
November Sale!

- Calf
- Kid
- Suede
- Straps
- Ties
- Oxfords
- Pumps



The secret to fashionable foot comfort lies in American Girl Shoes because they are carefully designed to meet the exacting requirements of women who demand a smart shoe that will wear and wear and wear, and still get the maximum amount of comfort. Give your feet a new lease on life... try on a pair of our famous American Girl Shoes! Sizes 4 to 10, lasts AAAA to EEE.

—Downstairs at Ayres.

**Don't Endure Painful Feet!**  
Visit Our Foot Comfort Department!

Foot weary? Then consult Mr. Finkleman, in charge of our Dr. Scholl Foot Comfort Department. He'll be glad to recommend Dr. Scholl remedy or appliance to aid you toward foot health.

—Downstairs at Ayres.

# AYRES ★ DOWNSTAIRS ★ STORE