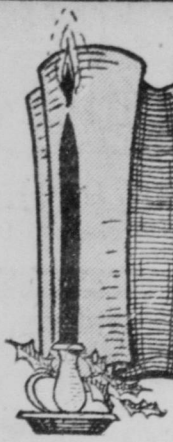


Store Hours: 9 A. M. to 6 P. M., Every Day Until Christmas



AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family



There's Still Time to Choose
a Smart New Frock in Our
Annual December
DRESS SALE
\$3.95

For a thrilling new lease on life, buy yourself one of these bright colored frocks to take you gayly from now on into the spring. Wools to develop your "wool power!" Crepes, cantons and failles to brighten up your dark winter coat. You'll find all the fashion details, high necks, glints of metal, slim skirts, metal or button trims, wide shoulders, that tell the world you know your fashions. Sizes for women! Misses! Juniors!

Rabbit's Hair
Angoras
Wool Tweeds
Wool Knits

Wool Crepe
Wool Jersey
Crepes
Failles

Cantons
Cul Velvet
Trims
Satin Trims

—Downstairs at Ayres.

Tomorrow! An Exciting Sale of Foundation Garments

10 Higher Priced Styles --- Newly
Arrived --- Offered in Two
Very Low Price Groups!

\$1.00

\$1.98

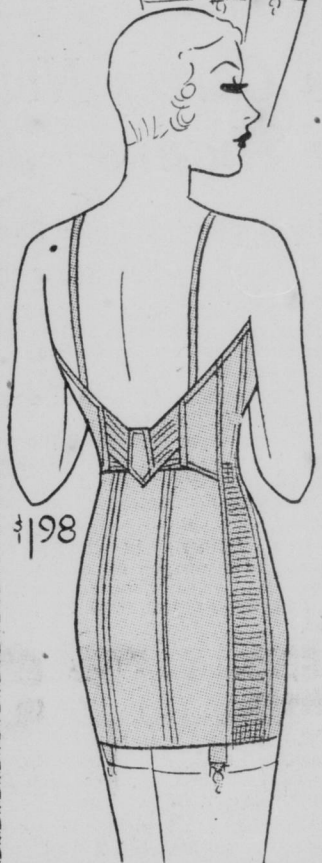
At the height of the "dress-up" season we scoop the town by a timely sale of corsettes, girdles, corsets and girdettes. There's no need to be without "Curve Control" when you can have a fine quality garment for as low as a dollar.

- Brocade Corsettes
- Two-Way Girdlette
- Elastic Step-in Girdle
- Back Lace Corset

Your choice of 6 styles in garments that'll mould your figure to the youthful lines that your new festivity frock demands. All are well made from very fine materials that will give you more than average service, at a price that's very low.

- Step-in Girdle
- Reducing Corset
- 2-Way Stretch Corsette
- Batiste Corsette
- Larger Women's Corset
- Wrap Around Girdle

—Downstairs at Ayres.



Give a Sports Skirt

If You Would Please the Active Woman!

\$1.98

These skirts are in flannels, crepes, heavy tweeds and basket weaves—and they are selling at a very low gift price. Smart fashion details are to be found... slit or patch pockets, with button down front or side. Colors in navy, black, brown, wine, tan and dark green. Sizes 26 to 32.

New Twin Sweater Sets, **\$1.49**

Say Merry Christmas twice with a twin sweater set. These have good looks, smartness, warmth. Coat and slipover sweater to match or in contrasting colors. Sizes for women and misses!

—Downstairs at Ayres.



Choose Christmas-Gift
Wash FROCKS
of the Quality You Would
Like to Have Yourself!

Only **\$1.09**

Each

Say "Merry Christmas" in one of these smart, youthful house dresses of 80-square percales or mercerized broadcloth. In florals, geometrics, and blocked prints. All fast colors. All the new and smart fashion details that really make them good looking. Short sleeve styles in sizes 14 to 52.

Long Sleeve Frocks, **\$1.59**

For the woman who wears size 36 to 52! Made of fine count percales in florals, geometrics and neat figures. All the interesting fashion details that make the larger woman look charming and youthful. All fast colors.

—Downstairs at Ayres.

After All, No Other Gift
Equals the Sheer Beauty of
Our Famous Irregulars of
REAL SILK
De Luxe Hose

Sheer
Chiffon

60c
Pair

Irregulars

A lady never has enough of fine, sheer hosiery... and we know of no better gift than our famous Real Silk DeLuxe Stockings. Made from the freshest of raw silks to give "her" long wear. Made by the newest methods of manufacturing to give "her" sheer beauty and the colors that "go with" her new winter frocks. Protected at every danger point by those 10 Real Silk Exclusive Features that are patented.

Note These 10 Exclusive Features:

1. 100% FRESH SILK!
2. PATENTED HEM-GUARD!
3. PATENTED NO-HOLE HEM!
4. STRAIN-PROOF INSTEP POINT!
5. TRIPLE-FAST DYES!
6. FLAT-SEAM SOLE!
7. CRADLE DURA-FOOT!
8. GRENINE-SEALED SILK YARNS!
9. TWO-WAY RUN-STOP!
10. POSITIVE HEEL-GUARD!

—Downstairs at Ayres.

