

SEE PAGE 23 FOR ADDITIONAL EXCITING GIFT NEWS—Downstairs at Ayres

AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family



New Dresses for Women
\$5.95 \$7.95

For street or office or any occasion. A smart lipstick red blouse shot with gold threads over a dark brown skirt. The clip and buckle are of gold.



Ayres Downstairs Store Presents
NEW WINTER FASHIONS
... to Set Every Feminine Heart Aflutter

Not since grandmother was a girl have fashions been so luxurious—and never in all your life have you seen such a latitude of styling. The lady of fashion chooses her dress or coat— influenced by the golden ages of history. Yet she is of no period except that of No-

ember or December, 1934. And in every costume she chooses she'll be a perfect picture, a beautiful fashion picture. And you can be sure she selects her costume in our complete Downstairs Store, and at budget prices.

Gay Young Fashions From Our "Junior Miss" Shop
\$12.95 \$10.00 \$7.95 \$5.95

A "double-duty" velvet frock for going places and doing things. Wear it for cocktail time with the jacket on—then off with the jacket—to the dance.

A really beautiful tunic dress in that charming raspberry shade that's so becoming. The collar has those most important sequins for glitter.

Another star that glitters with silver threads on the collar and cuffs. Notice the roll collar that's extremely smart. The dress is Patou's blue.

Soft and feminine looking black crepe dress with the smartest trim of the season—Lame. The buttons are also of Lame—smart, isn't it?



Lambswool Inter-Lined!
\$17.95 SALE PRICED! \$17.95

This coat is trimmed with fur that's applied in a luxurious manner. Warmly interlined with 100% lamb's wool to keep you from freezing in winter winds.

A marmink ascot collar on brown tree-bark wool fabric and warmly interlined with 100% lamb's wool will keep you looking smart and warm all winter long.



Gifts and Immediate Needs for Little Misses of 7 to 16!

Girls' Snow Suits

All-wool zipper snow suits. One-piece style with snug fitting helmet and suit that keeps out the howling north wind. Green, wine and blue. Sizes 7 to 12.

3.98

GIRLS' COATS—All-wool chinchilla and check wool fleeces. Neatly tailored and warmly lined. Sizes 10 to 16. \$7.95

GIRLS' SWEATERS—Novelty sweaters with matching scarfs and self trim bows. Dark and pastel colors. Sizes 10 to 16. \$1.15

GIRLS' SKIRTS—Part-wool with the new side lace trim. Tailored to fit. Navy, brown, green colors. Sizes 8 to 16 years. \$1.15

GIRLS' DRESSES—Cinderella novelty plaids and floral prints. Many with hand embroidery touches. Sizes 7 to 16. \$1.15

GIRLS' TWIN SETS—All-wool sets with coat sweater and contrasting slipover. Choice of colors. Sizes 8 to 16. \$2.25

GIRLS' SKI SUITS—2-piece style with ski pants and smart fitted jacket. Choice of colors. Sizes 8 to 16. \$5.98

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Tots' Snow Suits

That Will Bring Squeals of Delight!

All-wool zipper front snow suits with snug, warm fitting helmet and suit to match. Double service reinforced knee. Choice of colors. Sizes 3 to 6. \$3.98

CHILDREN'S DRESSES—Cinderella wash frocks in prints, novelty plaids, etc. Plenty of styles. Sizes 3 to 6. \$1.15

TOTS' COAT SETS—Made of warm chinchilla with leggings, coat and beret to match. Choice of colors. Sizes 3 to 6. \$3.98

TOTS' COATS—Chinchilla and all-wool fleece 3-piece coat sets. Leggings, coat and helmet to match. Sizes 3 to 6. \$6.98

TOTS' SNOW SUITS—Part-wool suits with helmet to match. Wrist and ankle protectors. Colors. Sizes 3 to 6. \$2.98

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Saturday! A Gift Sensation!

"Milanese" Silk Lingerie

100% Pure Silk—at an Exceptionally Low Price!

69c
EACH

Give her a complete set of these beautiful, silky milanese lingerie. They'll wear because they're run-resisting and are neatly tailored and elegantly finished. Chemise have set in gussets, panties have plain fitted waist side fastening, or elastic back. Sizes 36 to 40.

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So Soft and Warm and Comfy
... and Quite Giveable!

Tuck-Stitch Pajamas

You'll just love to sleep in these warm tuck-stitch pajamas and they're oh, so very good looking, too. Pastel shades in 2-piece styles. V or round neck, some with collars. Some have snug-fitting ankles, other styles are loose. Sizes 16 and 17. \$1.00

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