

SEE PAGE 19 FOR NEWS OF

AYRES' NOVEMBER E.O.M. SALE!



AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family

It Begins Friday!—Our Biggest and Best Annual December Dress Sale!

OFFERING 1,000 BRAND NEW GARMENTS AT A SENSATIONAL PRICE!

Last year it was a great sale—this year it will be greater than ever! A dress sale that offers—thrilling season “beauties”! The pick of the New Dress Crop! Smart colors—lots of them! Lovely and loveable dresses that look for all the world like they’d cost dollars more, and, usually they would! Teachers! Collegiennes! Business women—and the thousands of women who must always dress well! Choose for the gay season ahead—for everyday smart wear—from an endless variety of fashions—over 150 different styles—20 or more different colors or combinations!

Sizes for Juniors, Misses and Women!



You Get:

**More
QUALITY!**



**More
FASHION!**



**More
VALUE!**



SIZES:

14 to 20
38 to 52
16½ to 24½
13 to 19

Note These Trims!

Metallic Lame Lingerie Touches Plaid	Cut Velvet Lace Rhinestone Net Taffeta	Maribou Sequin Nail Head Embroidery Satin
--	--	---

Note These Styles!

Formals with Muffs Double Duty's Cocktail Frocks Afternoon Frocks Sunday Nite	Ruffle Styles Tunic Frocks Jumper Styles Daytime Frocks Street Frocks Business Frocks
--	--

Note These Colors!

Raspberry Navy Green Wine White Powder Blue	Peacock Blue Patou's Blue Gold Black Pink Light Green	Stratosphere Blue Rust Brown Orange Lipstick Red
--	--	---

These Styles Are Sketched!

- An unusual color combination forms a new alliance for smartness. Brown, rust and pink. Size 14.
- Sequins play a glittering role in your night life. Note the unusual effect the tunic gives. Size 20.
- Don't muffle this opportunity to tread the great white way in a pure white crepe, with maribou trim. Size 16.
- Powder blue taffeta for the ingenue of 1934. Sweet and simple—but so very clever. Size 18.
- Colors come and colors go—but smart women stick to black. Note shirred shoulders and gold clips. Size 18.
- Unusually effective—raspberry tunic with black skirt. Cord tie and glittering buckle. Size 16½.
- A hush of admiration greets this “star” with its extravagant use of shining clips, buckles and silver threads.
- A true picture frock in old gold with all the interest centered at the pocket and neckline. Size 16.
- Greet the “big boss” in this navy shirtdress with dainty touches of white lace that's detachable. Size 14.
- We're talking “Back” and black T strap combined on peacock blue crepe. Size 20.

Downstairs at Ayres
Where Fashions are Less Expensive