

SEE PAGE 27 FOR ADDITIONAL GIFT NEWS FROM AYRES DOWNSTAIRS STORE

AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store for the Whole Family



You Can't Go Wrong If You Choose
Wash Frocks
At This "Best Selling" Price!

In Adorable **\$1.59** Sizes for Everyone!

We expect a big turnout for these dresses! So tuck plenty away for the ones on your Christmas list! Because every woman is partial to a large washdress wardrobe we advise you to select these bright colors, these carefully styled and carefully designed dresses. Sizes for every woman, 14 to 20 and 36 to 46.

Plaids
Stripes
Checks

Florals
Dots
Fast Colors

For Women
For Misses
For Juniors

—Downstairs at Ayres.

If She Is the "Sporty" Type, Choose
Sportswear Gifts

If she's an outdoor woman—likes golfing, fishing, hiking, riding or tobogganing—then play safe and choose one of these very gifty sportswear gifts. Perchance, she is still going to school—then select her campus uniform from our complete sportswear department in the Downstairs Store . . . and at prices that'll make you sit up and take notice.

These Garments Are Sketched:

TWIN SETS—in the new high shades of plain zephyr weaves and brushed wool material. **\$2.98**
Sizes 34 to 40.

SLIPOVER SWEATERS—a large and beautiful selection of gift sweaters. In all the popular weaves and styles. Sizes **\$1.98**
34 to 40.

ALL-WOOL SKIRTS—a perfect companion for that sweater or jacket. Plaids, flannels and tweeds. Sizes **\$3.00**
26 to 32.

SPORTS SKIRTS—Plain color flannels, tweeds, mixtures and plaids. A very nice skirt. **\$1.98**
Sizes 26 to 32.

TUNIC BLOUSES—the newest fashion in the "fashion world." Plain colors and prints. **\$2.98**
Sizes 34 to 40.

SUEDE JACKETS—brown and green colors in genuine suede. Warmly lined. Classed as seconds. Sale **\$4.98**
priced at.

—Downstairs at Ayres.

You Just Know She'll Love
The Rich, Lustrous Luxury of
SATIN Undies
... Trimmed With Lovely Laces

Chemise
Dance Sets
Panties

\$1.19
EACH

A gift for you luxury loving women . . . and it doesn't cost a king's ransom. They're dainty enough for the most particular person on your list . . . and you'll be unable to resist them. Pure dye satin undies trimmed with gorgeous laces and exquisite ribbon ties are a rare treat. They're bias cut. Sizes 34 to 42 in tearose or blue. Dance sets in size 32 to 36.

—and Only \$1.19 for Silk Crepe Gowns

Gowns are doubly appreciated when they're like these. All silk crepe in blue, or tearose color. Elegantly trimmed with gorgeous laces. Sizes 16—17.

—Downstairs at Ayres.



...and Wonder of Wonders!
Here's a Marvelous Group
of Soft, Clinging Giveable
Rayon Undies

That You'll Be Proud to Give

At a Price
That Looks Like
a Mistake—

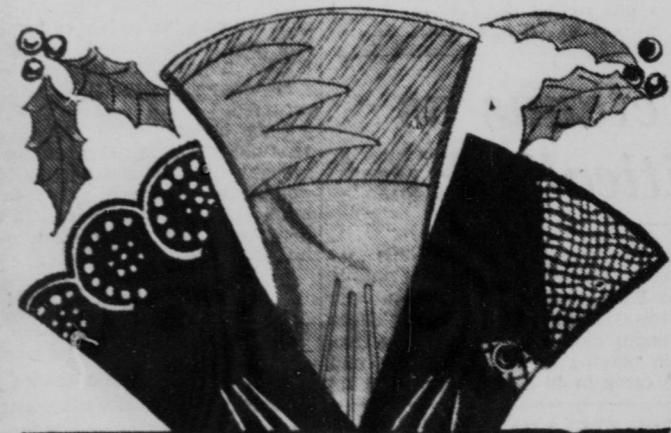
39c
EACH

**GOWNS!
STEPINS!
VESTS!**

**CHEMISE!
BLOOMERS!
PANTIES!**

These will be distinguished gifts for any feminine member on your list. They'll wear and are very good looking and the price will save you many, many pennies. Tailored styles or applique trimmed. In a large selection of sizes for every woman. Sizes small, medium and large. Gowns in medium sizes only.

—Downstairs at Ayres.



For Your "Nearest and Dearest!"

G-love Gifts

69c
PAIR

You'll make no mistake when you give "her" a Glove gift like this. Washable fabric pull-on gloves in a perfectly grand assortment of colors and sizes. Because they're salesmen's samples of much higher priced gloves—we're able to save you money on every pair!

—Downstairs at Ayres.

Eyes Always Shine at This Christmas Gift!

REAL SILK

De Luxe-HOSIERY

Irregulars of Sheer Chiffon or Service Weight

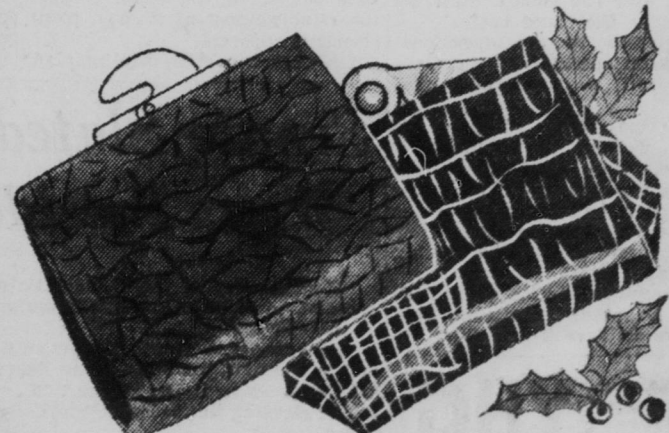
Year in, year out, and year around, Real Silk DeLuxe Hose are the stockings women ask for . . . we've one of our largest selections in our history ready for our customers. They're clear and sheer and will give day in and day out wear. They're protected by those ever faithful guardsmen, listed below, a feature only found in Real Silk hosiery. Choose from all the newest colors. Sizes 8½ to 10½.

60c
Pr.

1. Fresh Elastic 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. Genuine-Sealed Silk Yarn!

9. Two-Way Run Stop!
10. Double-Thick Grenine Silk Heel!

—Downstairs at Ayres.



At Last! A Good Looking!

Handbag Gift

For Only **\$1.00**

These are exceptionally smart looking bags—bags you'd usually have to pay more for. Gift bags that you'll want for yourself as well as for others. Pouch, underarm and envelope styles in simulated leathers and grain leathers. Black or brown.

—Downstairs at Ayres.