



Annual Gift
SALE!
First Quality

La Sayre

Chiffon or Service

Ringless Hose

69c

(Or 3
Pair
\$2.00)

• Finesse
• Smoketone
• Off Black
• Durbar
• Cafe Clair
• Saunter
Sizes 8½ to 10½

Mail or Phone
in Your Orders—
Call Riley 9441

Gorgeous sheer stockings that not only have STYLE, FIT and the sleekness that flatters, but also give you WEARING qualities. Every pair full-fashioned. The Chiffon weight have silk top with reinforced heel, toe and sole; service weight have durable hile hem and picot tops. Choose several pairs of these QUALITY hose for yourself as well as for the women on your gift list.

—Downstairs at Ayres.

Do All Your Christmas
Shopping In AYRES
DOWNSTAIRS STORE

BECAUSE: "A Gift from Ayres Means More" whether you choose it upstairs—or in the Downstairs Store!

BECAUSE: It is so CONVENIENT to do ALL your gift shopping in this complete store on one floor!

BECAUSE: You can choose from COMPLETE and VARIED assortments of gifts—in full size and color ranges!

BECAUSE: Every item you choose is measured by Ayres standards of QUALITY... the quality you yourself would like... and all marked at LOWEST POSSIBLE PRICES!

See Page 19 for More Gift News!

Luxurious, Elegant and Beautiful Gifts
of Intimate Apparel With Infinite Appeal!

Rayon Gift
Lingerie
59c

- Chemise
- Panties
- Stepins
- Bloomers
- Briefs
- Vests

Practical gifts in dainty rayon lingerie are sure to be welcome on Christmas morning. Our gift selection of serviceable rayon or bemberg undies is at its peak for Christmas shoppers. Tailored styles or lace trimmed styles with the popular "Strydree" constructed crotch. Tearose colors. Sizes 34 to 42.

—Downstairs at Ayres.



A Popular Price Gift Store for the Whole Family

AYRES DOWNSTAIRS STORE



Tremendously Important Sale!
6000 Gift Bags

Genuine Leather and Suede Bags!
Simulated Leather Bags!
Hundreds of New Gift Styles!
Choice of the Smartest Colors!

\$1.00
EACH

The leathers and styles tell a front-page fashion story. Copied with minute attention to details in styling and workmanship—incredibly fine bags for so low a sale price! Choose from simulated calf, beaver, seal and rough grains! Included is a group of genuine leathers and suedes! Small bags, medium and extra large bags. Top handles, pouches, underarms, envelopes and utility styles. BLACK, BROWN, NAVY, WINE, RED and GREY!

—Downstairs at Ayres.

Other Bags
\$1.39 to \$2.98



Come to the Pillow Shelf
for 20 Different Styles in

Gift Pillows

- Square!
- Long!
- Boxed Sides!

\$1.00
EACH

- Knife Edges!
- Moss Trim!
- Cord Trim!

Here for very little money you can choose a grand gift... a gift that will add a lot of charm and comfort to any living room. The Pillow Shelf offers 20 different styles in gift pillows in a big assortment of covers... moire, quilted, damask, tapestry, velvet, etc.

—Downstairs at Ayres.

Any Home Will Welcome
Colorful Gifts Like These!

Hand-Made "Numdah"
Throw Rugs

\$1.69
(2x3)

Size 4x6 \$4.95 Size 3x5 \$3.95

Exquisite and colorful hand made Yarkande Numdah rugs. Made in India. Choice of white, camel hair and black colors with many unusual hand embroidery designs. The unusual gift, that's practical and colorful.

Cotton Oriental Reproductions

Throw Rugs

Size 20x40 ... \$1.00 Size 3x5 \$3.95
Size 24x42 ... \$1.19 Size 4x6 \$4.95

Choice of Sarouk-Ispahan and Bokarah patterns in red, blue, tan or rust. Colors woven thru to back, serged sides and fringed ends.

—Downstairs at Ayres.