

SALES of PROGRESS IN PREPARATION FOR A BEAUTIFUL NEW AYRES DOWNSTAIRS STORE

Look Ahead to Christmas! The More You Buy the More You Save!

Sale! Full-Fashioned Chiffon Hose
49c (Irregulars)
PAIR

Saturday shoppers . . . a sensational low price on full fashioned chiffon stockings! A stocking amazingly sheer and clear for this price! Stockings for yourself as well as for gift giving. Included in the selection are genuine crepe and ringless stockings, with silk top and picot edge. Sizes 8 1/2 to 10 1/2.

—Downstairs at Ayres.



To Keep You Cozy When It's Cold!

Tuckstitch Pajamas
SALE PRICED AT

79c PAIR

A sale planned for every last one of you women who like the warmth and comfort of tuckstitch pajamas all night long! These are two-piece styles with V or round neck lines. Some with collars. Blue or tea rose colors. Sizes 16 and 17. Classed as seconds.

Sale! Women's Slips **\$1.00**

A perfect assortment of slips in various weaves and styles. Choose from silk crepe, rayon bemberg satin, rayon brocade or rayon pigment crepe. Lace or tailored tops. Bias or 4-gore styles. Sizes 34 to 44.

Tuckstitch Undies **3 for \$1.00**

Snug fitting tuckstitch panties and vests. Small, medium or large sizes. Seconds.

Women's Union Suits **Ea.**
Tuckstitch in one piece, built-up shoulder style. Tight knee. Small, medium or large sizes. Seconds. **50c**

—Downstairs at Ayres.

Final Clearance!

Our Shoe Department Is Moving Saturday Night! These Shoes Must All Be Sold!

Women's Higher-Priced Shoes
\$1.79
PAIR
(2 Pairs for \$3)



These shoes are all drastically reduced for final clearance! Some of the styles are discontinued, the others are all current styles. Choose from "Corliss" Shoes, Vani-Tred Shoes and Arch-Ease Shoes, with the built-in arch support feature. Styles and colors to wear now, and all winter long. Sizes 4 1/2 to 9, AAA to C widths, but not in every size or color or styles.

—Downstairs at Ayres.

A Close-Out Stock From a Famous Maker Brings You the Most Important Coat Sale of the Season!

Black Persian Lamb Fur Fabric Coats
OVER 1/4 OFF!

\$18

Sizes
14 to 20!
38 to 44!

- **Swaggers! Fitted! Tuxedo Styles!**
- **They Look Exactly Like Costly Furs!**
- **They Drape With the Luxury of Rich Fur!**
- **They Wear Like the Most Durable of Furs!**

We've had such unseasonable weather this fall that this manufacturer had an overstocked condition on these coat styles. He offered them to us at 1/4 OFF of their regular price . . . Saturday we pass this savings along to you! These Persian Lamb Fur Fabric Coats are highly styled and they offer the beauty and warmth of real fur. Every coat lined with Rayon Satin DeSylva, guaranteed for two years.



—Downstairs at Ayres.

"Dress Up and Go" . . . You Make the Dates . . . We Make You Smart in One of These

Gay Festive Dresses
SALE PRICED AT

2 for \$12

(1 Dress \$6.98)

Dresses designed for those afternoon bridge parties . . . those "Don't Dress" planned on a minute's notice parties, or for sparkling evenings that you'll dance the hours away. Tomorrow you'll find a very large selection of these festive dresses . . . styled for today and tomorrow. Sizes 11 to 17 and 14 to 20 in the group.

A. A gay little two-piece in light-weight rayon alpaca. The jacket comes off to make a simple, but smart short sleeve dressy frock. In royal blue. A size 11. Sale Priced!

B. A black rayon faille afternoon dress, youthful and charming. You'll look pretty as a picture in this. Trimmed with shiny black sequins and a royal blue chiffon square in pocket. Size 14. Sale Priced!

C. A stag line charmer in rose colored rayon taffeta. The detachable jacket has a stitched design that gives it a quilted effect. Note the high waistline and the low neck. Size 11. Sale Priced!



Downstairs at Ayres Where Correct Fashions Are Less Expensive!

Remember, It's Important to Have the Right Handbag for Every Costume!

Tophandle Bags
\$1.00
EACH

The newest styles in Tophandles as well as large, roomy types and zipper styles. In simulated leathers and grains . . . Buffalo, Seal, Calf, Patent. The RIGHT leathers and styles to carry from now on. Suitable for gifts, too, if you're thinking about Christmas this early. Black or brown.

—Downstairs at Ayres.



Midseason Elegance . . . HATS
WITH FORMALIZED ACCENTS! UNUSUAL VALUES AT

- Petersham!
- Bagheria!
- Velvets!
- Suede Cloth!
- Eyeline Turbans!
- Pillboxes!
- Off-the-Face!
- Straw Combination!

The new midseason is upon us . . . a season when dressy fashions are in vogue! Tomorrow we offer the newest hat styles to go with this mode. Close-fitting little hats with formalized accents that will "dress-up" your costume. Little hats with big square veils, with flowers, with shiny sequins or sparkling brilliants, metal and fur tassels. In the new midseason shades of black, royal, kelly, rust, brown and green. Head sizes 21 1/2 to 23.

\$2.00
EACH

—Downstairs at Ayres.

They're New! They're Cleverly Styled!

Skirts and Sweaters
\$1.98
EACH

THE SKIRTS—Wool crepes, in navy, black, green or brown. Tweed mixtures and all-wool flannels with pleats, gores, pockets and zippers. Sizes 24 to 32.

THE SWEATERS—Long or short sleeve zephyr silicons styled with zippers and some have STUD trim. In novelty hand fashioned weaves. Dark or pastel colors. Sizes 34 to 40.

