

Always a Favorite—Always Practical—
Tophandle BAGS



All the New Styles!
 Smart tophandle styles in simulated leathers and grains of Calf, Seal, Buffalo and Patent. Choose from large, roomy type bags, popular medium type bags and the favorite small bags, or zipper bags! Black or brown.

In All Grains!
\$1.00
 Each

—Downstairs at Ayres.

**We're Completely Ready
 for a Capacity Christmas!**

All things point to a RECORD Christmas season. People who like to go places early to get the BEST seats will take the same precaution this year, with Christmas Shopping!

The surging holiday crowds promise to be GREATER this year than ever before, and you can well realize street cars, elevators and other conveyances will be taxed at the peak of the Christmas rush.

The loveliest of things will be in demand, and so Ayres Downstairs Store, with its reputation as the BEST place to shop on one floor, will have an extraordinary appeal to the gala Christmas crowds. Therefore, the wise will begin their Christmas shopping. Our stocks are at their peak and complete in size, color, style and price assortments.

Our Christmas decorations are up, and the Christmas Store of 17 years' experience is READY to serve you in its best traditional manner!

... A Glove Gift Is Always Cherished, Especially
"Kayser" GIFT Gloves

In All the New Styles!

\$1.00
 Pair

The wise glove-giver gives Kayser, "Leath-ette," "Fall-Bar" or "Kay-Vel" Gloves, because they're ALWAYS smart and they ALWAYS please! Washable and perfect fitting. Black, Brown, Navy, Wine, Araby, Green, Chaudron and Grey colors. 5½ to 7½.

—Downstairs at Ayres.



AYRES DOWNSTAIRS STORE

A Popular-Price Gift Store

for the Whole Family

Exclusively
 Yours!

A Fashion Treat for Every
 "Junior Miss"—and the Styles
 Are Exclusive With Us!

Kitty Fisher

Junior Dresses

MADE OF RAYON TAFFETA

\$5.98
 Sizes 11 to 17

"Kitty Fisher" dresses are designed especially for the "junior miss" who desires "that certain something" in a dress which designates it as "her type" and her dress exclusively! Intricate tuckings, lace ruchings, tricky pockets, and novelty trimmings add to the "exclusiveness" of these "Kitty Fisher" dresses. Black, navy, green, royal blue, gold, red and brown.

—Downstairs at Ayres.



**'Round the Town'
 A New Basic Dress**

Complete With 3 Sets of Accessories

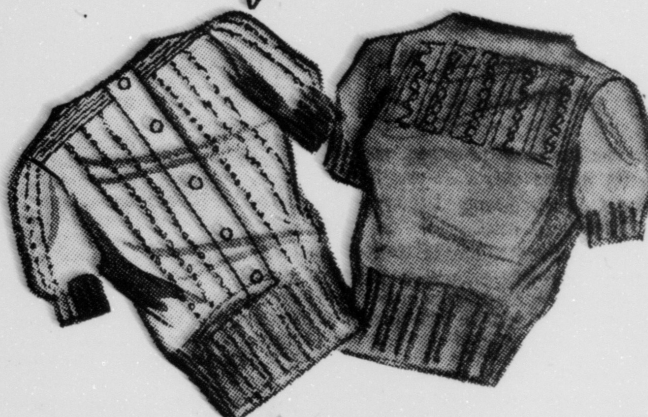
December Sale Priced!

\$6.45
 (or 2 for \$12)

• Black Rayon Faille! • Sizes 14 to 20!

A perfect dress for the woman who wishes to be well dressed and keep within the budget! This basic dress is really a four-in-one dress! You wear it with a complete set of accessories, three different ways, and as a simple, sophisticated black dress the fourth way! We know You'll like this practical fashion idea and the low price, too!

—Downstairs at Ayres.



A Practical Gift for the Sweater Fiend!

New Short Sleeve

Gift SWEATERS

Gift
 Priced at **\$1.98**
 EACH

Soft, downy zephyr yarns fashion these lovely, intriguing sweaters. Short sleeve slipover styles! Interesting new styles with hand fashioned details. Brooks and crew necks! Such luscious colors as cherry red, maize, coral, rose, French Blue and aqua. They're all-wool, too! Sizes 34 to 40.

—Downstairs at Ayres.

OVERSTOCK SALE!

A Sales of Progress Event! Due to Overcrowded and Overstocked Condition of Our Hosiery Department—Our Entire Stock of 80c

**REAL
 SILK
 DeLuxe Hosiery
 69c**
 (Substandards)

This low price is made possible only because of the overcrowded and overstocked condition of our hosiery department. So don't fail to take advantage of this splendid opportunity to buy these famous, long-wearing hose for yourself, as well as for gift giving! Smart winter shades. Sizes 8½ to 10½.

Please, No Mail or Phone Orders!

... and Don't Forget Our Exclusive

**"Betty Shaw"
 Crepe Silk Stockings**

Every pair is FIRST quality. Every pair is full-fashioned. Every pair is of GENUINE CREPE. Tiny silk threads so twisted and woven make "Betty Shaw" silk stockings more snag resistant. The foot is fully reinforced for longer service, too. Smart, gifty colors. Sizes 8½ to 10½.

—Downstairs at Ayres.

**Christmas
 Gift SALE!**
 Luxurious
Fur Coats

Priced Far Below Our
 Regular Selling Price!

\$48

Attention, Men! Here's a REAL gift idea. You'll make "Her" extremely happy on Christmas Morn and all the cold winter days through, if you choose one of these warm, luxurious Sealine (dyed rabbit) Fur Coats for "Her" gift. Flattering Princess, Straightline, Boxy and Swagger Styles. In Black only. Every coat is fully lined with an excellent quality rayon silk or rayon satin, fully guaranteed for two years. Ruchings in collar and cuffs to protect fur at points of contact. Sizes 12 to 20, 38 to 44.

... and Still
 Finer Ones at

\$78

A Price That's
 Far Below Our
 Regular One!

Fashioned of QUALITY PELTS and SMARTLY STYLED—these Fur Coats are gorgeous to look at and lovely to wear! Beautifully lined with fine silks and satins—that carry a two-year guarantee! Ruching in the collars and cuffs protect fur at points of contact. Princess, Swagger, Boxy and Straightline types. Black only! We urge you to see these luxurious Fur Coats featured at this exceptionally LOW PRICE. Sizes 12 to 20, 38 to 48.

Use Your Charge Account!

Use Our Layaway Plan!

—Downstairs at Ayres.

